

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

NOVEMBER, 1955



Investment in plant re-
juvenation pays. Page 34

How to get employee
cooperation . . Page 42

Care and operation of
vacuum stills. . Page 78

Fleet safety program cuts
premiums . . . Page 116

LEFT: A wishing pool in
call office of Edgewood
Cleaners, Lakewood,
Rhode Island, attracts
young and old alike. For
story of this operation see
page 62



Don't forget

always precoat
your filter with Hyflo

A good precoat of Hyflo pays off because it prevents dirt and lint from clogging the screen . . . simplifies cleaning later. Johns-Manville Hyflo® is the high speed filter powder that makes solvent recovery almost automatic.

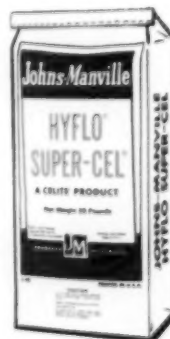
It always removes insoluble impurities, never removes active detergent.

Hyflo works with every type of system, filter or solvent. Most cleaners have depended on it ever since it revolutionized drycleaning methods 32 years ago. If you are not already using Hyflo, write today for name of your dealer. Address Johns-Manville, Box 60, New York 16, N. Y. In Canada, 199 Bay Street, Toronto 1, Ontario.

The complete filter powder
service for drycleaners

- **J-M Dealers**—there's one nearby, ready to serve you
- **J-M Drycleaners Handbook**—ask your dealer for the new 7th Edition
- **J-M Engineers**—for help on your operating problems
- **J-M Drycleaning Laboratory**—for expert study of the latest cleaning methods

*Trade mark reg. U. S. Pat. Off.



Johns-Manville

HYFLO

the filter powder for charged system cleaning

INCREASE PROFITS

...WITH REDUCED OPERATING COSTS!



AND WHAT DRY CLEANER WOULDN'T LIKE THIS SITUATION? WELL, THIS IS THE WAY YOU CAN SAVE MONEY IN YOUR PLANT AND ATTRACT NEW BUSINESS! IMPOSSIBLE? NOT AT ALL! HERE'S HOW YOU CAN DO IT:



CASH IN !



HARD HITTING

Sales Aids!

REDUCED FINISHING COSTS

You've heard of famous Buckeye Clean-Charge with its lint-free, cling-free qualities. The exclusive anti-static agent in this outstanding charge results in:

- Yes, in the most costly department in your plant you can cut costs. The anti-static ingredient in Buckeye Clean-Charge leaves the garments free of lint NO MORE STEAMING OR BRUSHING OF GARMENTS.

Ever notice how your finishers struggle slipping garments over finishing units and presses? When the static is removed from garments this problem is solved and your work becomes quicker and fast . . . you save money!

Thousands of dry cleaners using Buckeye Clean-Charge are cleaning and finishing more garments per man hour with Buckeye Clean-Charge!

- PLUS — LESS SPOTTING! LESS WET CLEANING!

CASH IN ON BIG NATIONAL CONSUMER CAMPAIGN featuring LINT-FREE, CLING-FREE DRY CLEANING and the GOOD HOUSEKEEPING GUARANTY SEAL.

- Millions of consumers see ads in Life, Ladies Home Journal, and Good Housekeeping featuring this amazing lint-free, cling-free dry cleaning.

- The Davies-Young Soap Company has prepared a hard-hitting set of sales aids — window banners, newspaper mats, television films, direct mail folders, garment tags, radio scripts, decals, publicity releases and other helpful sales-getting suggestions for the exclusive use of plants installing Buckeye Clean-Charge.

Write today for more information on how you can tie-in with this gigantic promotion and increase sales!



Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

Bishop Freeman WORK SAVERS

FOR MORE
PRODUCTION
AT LOWER COST

Dryco Matic
THUMB-OPERATED
STEAM-ELECTRIC IRON



Complete with
cord, hose, solenoid,
valve, pilot light, separator,
mounting bracket. No. 6330-A
(3-lb.) or 6360-A (6-lb.) \$85.00.

Makes hand-fin-
ishing 20% faster
... 10 times eas-
ier. Cuts fatigue
in half by elimi-
nating pedal op-
eration. Simpli-
fies training.



**FINISH SHOULDERS
BETTER . . .
3 TIMES FASTER
with a
Dryco UTILITY
SHOULDER PUFFER**

Tough finishing jobs made easy.
Finish shoulders far better in one-
third time of old "buffing" method.
Saves 4 times its cost each year.
Needed in each finishing unit. Only
14"x16" space.

Model 101S (illustrated) for
women's and Men's Shoulders
& Sleeves, \$65.00.

Instant Moisture . . . Where you
want it . . . When you want it

**DRYCO E-Z SQUEEZE
WATER SPRAY GUN**

Unsurpassed for high-
speed dampening of
all fabrics. Needed at
every press and fin-
ishing unit. Adjustable
for controlled spray
of fine mist. Non-drip.
Model F, complete,
only \$10.95.



BISHOP BAG-O-TEER

Bags more garments
faster . . . no walking,
reaching, lifting

**Bagger, Bag Racks
and Desk Combined**

Holds dress bags, suit bags
and pants bags in position
to slip down over gar-
ment. Saves time, space and
money. Thousands of users.
Model B30-2, \$99.00.



BISHOP CLOTHES CARTS



Model B2-100,
now only \$29.50 ea.

**Fastest, lowest-
cost way to
speed work
to spotters,
pressers**

Cut out bend-
ing and lifting
... let your
production
ROLL from one
operation to
the next in
half the time,
at half the
cost. All-steel,
hold 150-200
lbs. Neoprene
wheels.

FROM TUMBLERS



TO SPOTTERS



TO PRESSERS



SORTING BY THE FOLDERS INCREASES PRODUCTION 50%

**Reduces Mix-Ups, Speeds
Service. Ten-Bin Unit Lets
Any Plant Use Small Lots**

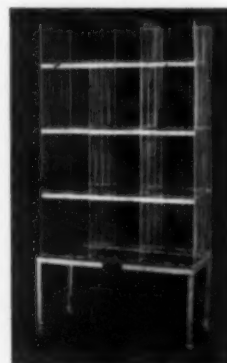


Operator sorts
as the folds . . .



Bundles are then
ready for wrapping

Compact Bishop 10-Bin Unit eliminates the
time, space and cost of separate sorting.
Write for details. Model B29-1010, \$69.00.



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Bishop David Freeman Co.

FORMERLY: BISHOP (EST. 1893) . . . Davis . . . Dryco



LAUNDRY AND CLEANING
PRODUCTION EQUIPMENT

EVANSTON, ILLINOIS

live a little...

Once and for all, here's your
chance to get rid of
"Pressing Headaches" forever...

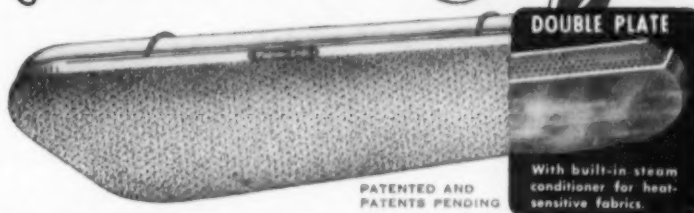


HERE IT IS!

THE END OF ALL YOUR PRESSING PROBLEMS!



Fabric-Safe



PATENTED AND
PATENTS PENDING

DOUBLE PLATE

With built-in steam
conditioner for heat-
sensitive fabrics.

Nap-Reviving Textured Surface Overcomes Shine, Streaking

Safe for DACRON*... ORLON*... other synthetics
... SUPERB finishing of WOOLS, all "fussy fabrics"

plus

WE CERTIFY

*our plant is fully equipped
with Fabric-Safe method for*

**Superb finishing of
DACRON***

**ORLON*...ACRILAN
WOOLS...SILKS**

and all "fussy fabrics"

**A PROFIT-MAKING
SALES PROGRAM**

*to hold present customers
and win more new ones*

**ASK YOUR
JOBBER**

Bishop David Freeman Co.

EVANSTON,
ILL. U. S. A.

Your production
will increase...



Your "claims"
will disappear...



Your customer
is happier...



Your PROFITS
go up!



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CLEANER & DYER

VOLUME 46
NUMBER 11
NOVEMBER
1955

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Almost as frequently as home cleaning aids are advertised, newspapers carry accounts of deaths caused by some of these products.

Stories of this nature are usually buried deep in the center sections. Only a line or two tells the tragic story.

Do It Yourself

In New Jersey a small boy recently died from the effects of inhaling carbon tetrachloride. He was overcome from deadly fumes while cleaning his father's car upholstery, and never regained consciousness.

While the boy's demise is still mourned by his family, the public has already forgotten. A similar event received somewhat more attention. The victim in this case was a national figure, Miss Margo Jones. She was a Broadway and Dallas producer and director. Her untimely passing resulted from uremic poisoning, also induced by carbon tet fumes.

From neither case did the public learn a lesson. Similar accounts continue to appear throughout the country. Continued availability of toxic or flammable home cleaning aids assures a steady stream of unwary victims.

Not all products fall into this killer category. They do unanimously claim to clean better and more cheaply than the professional drycleaner. It is high time the public learned the dangers and fallacies of these claims. Perhaps some legislation would be helpful.

The best weapon can come from the cleaners. Hard-hitting, positive advertising can point up the advantages we have to offer. After all, we not only give the housewife good clothes protection. We also contribute to her personal safety and welfare.

Our October editorial dealt with proposed legislation during the next congressional session. Since then we have talked to many plantowners. A decidedly apathetic attitude seems prevalent. Perhaps defeatism would be a more appropriate word. The general reaction is that so long as all other industries have these laws we will have to meet their competitive wage scales.

Wages and Hours

That is very true, but there is a more basic reason to fight the act. The Federal controls mean that additional records will have to be kept. Reports will have to be submitted. We are already overburdened with nonproductive expenses caused by governmental control and policing.

I say, let's take our chances on the competition for labor. That fight isn't new or insurmountable. But let's guard jealously what remains of free enterprise—*Art Schuelke*

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NATIONAL CLEANER & DYER



Dry Size

DRYING SOLUTION
LIQUID CONCENTRATE

for style control of COTTONS, TAFFETAS and other heavily sized fabrics

Increasing sales of high-style cotton garments, and the continued popularity of heavily sized taffetas, has created a demand for a sizing which may be applied effectively on the dry side.

STREET'S DRY SIZE is a concentrated liquid which is clear, extremely light in color and completely soluble in drycleaning solvents. It imparts the desired body and feel to those special fabrics which require a heavy size. It restores the original drape and style to drycleaned garments.

Makes high-style garments look like new

Methods of application

HAND SPRAY 4% solution, or approximately 5 ounces DRY SIZE per gallon of solvent or 1 ounce per quart. Observe recognized safety measures for spraying of volatile solvent.

IMMERSION BATH 2½% solution, or approximately 3 ounces DRY SIZE per gallon of solvent. Make up in drum in which garments are dipped, or in separate sizing tank from which solution is transferred to washer. Return sizing extractings to dip drum or sizing tank for re-use.

EXTRACTOR SPRAY 2½% solution, made up in a separate sizing tank and pumped through Street's Extractor-Rinse spray cluster, following the regular rinse of the 2-bath method. Return

extractings to sizing tank rather than rinse or detergent tank.

NO-RINSE CHARGE 1% solution, used in washer-filter cycle in addition to 1% detergent in the standard no-rinse charged system. 1% is not sufficient size for many cottons and taffetas, but the high cost would make more concentrated solutions impractical in this method.

VARYING AMOUNTS The concentrations listed above are not compulsory, and more or less DRY SIZE may be used to meet individual conditions. The spray solution may be varied to any concentration between 3 and 6%, while the immersion bath may vary between 2 and 3%. The amount of sizing imparted to the fabric may also be influenced by greater or lesser amounts of extracting.

R. R. STREET & CO., INC.

361 W. Monroe St., Chicago 6, Ill. U.S.A.

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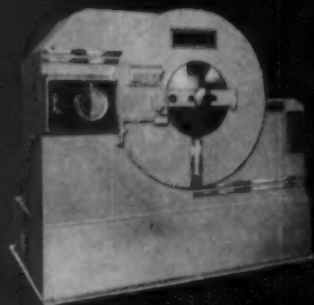
DR-235

The Future belongs to those **WASHIEX**



WASHIEX *Tube Filter*

The latest word in filtration. More filtering area... yet less floor space; automatic sludge actuator; attractive design.



"P-65" and "P-100" Packaged WASHIEX Combination Washer-Extractors available in 65 or 100 lb. dry load capacities

Compact in design, efficient in operation. Open-pocket, open-end cylinder assures most effective, non-confining cleaning and easiest loading and unloading. Ideal for small size plants. Easily installed.



"100" WASHIEX Combination Washer-Extractor 100 lb. dry load capacity

The outstanding favorite of medium-size plants for its easy loading and unloading of the open-end cylinder and for its consistent quality performance. The "100" is most suitable for the plant handling a growing volume in a limited space.

WASHIEX MACHINERY CORPORATION

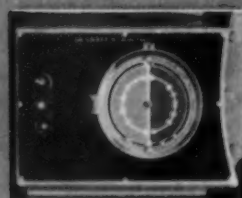


who select
...the industry's **FINEST!**



"300", "360", and "500"
WASHEX
Combination Washer-Extractor
available in 175, 270 or 450 lb. dry load capacities

For heavier-volume plants that demand superior quality at lowest operating costs. For many years the performance all over the world has been unsurpassed.



WASHEX Auto-Cycle

For complete automatic cleaning—either two-bath or single-bath—simply set the selector dial to any desired cycle . . . and automation takes over. Human-error factor is eliminated, uniformity of cleaning quality is assured.

*Attend the
A.S.L. Convention
and view your
industry's progress!*

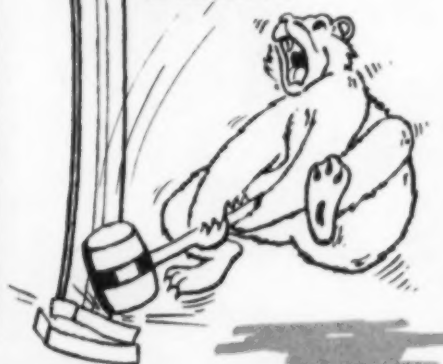
Ask your WASHEX distributor for an engineering analysis showing how you can profit by WASHEX Equipment.

192 BANKER STREET BROOKLYN 22, N. Y.

**PLAN
NOW...**



**RING UP
MORE
DRYCLEANING
DOLLARS
with...**



POLARIZED GARMENT STORAGE

**CHANGING SPACE
INTO PROFIT!**



The Haertel Vaultmaster, approved by Underwriters' Laboratories, gives you temperature, humidity, fumigation and ventilation control . . . complete vault protection in a single package.

When you offer *garment storage*, you open the door to greater profits and *more* customers. In addition to the increased volume you pull for storage, you develop more cleaning business . . . because garments are cleaned before they are stored. And the cleaner with the vault is the cleaner who gets the cleaning business.

Your vault should be specifically designed for your operation, and that's where the Haertel representative comes in. He will help you decide on the size and placement of your vault . . . and any problems you may have.

Write today for "Changing Space into Profit", which contains full information on Garment Storage . . . or have our representative call.

**NOW IS THE
TIME TO PLAN!
DON'T DELAY!
WRITE TODAY!**

☐ I'm interested . . . send me FREE copy of "Changing Space into Profit".

☐ I'm very interested . . . have your representative call.

Name _____

Address _____

City _____

State _____



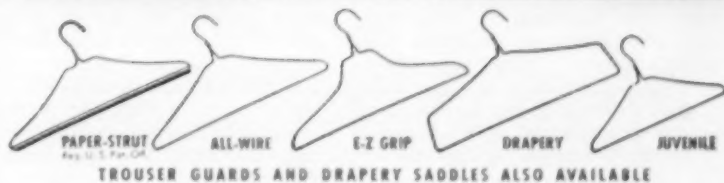
WALTER HAERTEL COMPANY

2838 FOURTH AVENUE SOUTH • MINNEAPOLIS 8, MINNESOTA



STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
9200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N. J.; LEEDS, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED
MATTRESS COMPANY, LEASIDE, ONTARIO



LETTERS to the EDITOR

The Majority Speaks!

To the Editor:

We read with amazement Mr. Bernhardt's letter to NATIONAL CLEANER & DYER, September issue, in which he blames NID for what he calls a sad state of affairs in the drycleaning industry, and further charges that NID "fails to associate itself with all local associations on a national scale."

May we speak for one of these "neglected" local associations?

For the past several years NID has come into Michigan two or three times a year to help us with their fine staff on management conferences, weekend short courses in the technical field, or in support of our convention program by their personal appearance.

More than this, NID now provides us with a fine technical bulletin which we can publish monthly in our own name . . . with even brighter prospects in the offing.

More than this, an NID representative has been with us most of this year appearing under our sponsorship in at least a dozen cities to give his brilliant fabrics lecture and demonstration.

NID has aided us beyond measure in bringing the bright light of understanding, hope, encouragement and direction to those cleaners sincerely interested in self-improvement.

It would seem to us that this issue as to whether or not NID is doing a sincere job harks back to C. E. Wilson's controversial "Kennel Dog or Bird Dog" story.

Are we going to energetically associate ourselves with NID's program, or recline on our posterior extremities and howl for food?

MICHAEL R. O'NEILL
Managing Director

Michigan Institute of Drycleaning, Inc.

To the Editor:

I have just read your September issue and find that I cannot resist the temptation to add my nickel's worth regarding Mr. Bernhardt's pasting of NID. Obviously, Mr. Bernhardt is an articulate and intelligent man or he would not have written such a colorful letter. His reference to "Whistler's Mother" reminds me of genial Lou Bellew's little story about how Whistler came home one day and found his mother standing at the window. His remark is supposed to have been, "Why, Mother, you're off your rocker!"

I am not suggesting that Mr. Bern-

hardt is "off his rocker" but he has made a lot of pointed remarks criticizing NID and I couldn't agree with his opinion less. He would be much better qualified to sound off if he had been a member for 30 years. I knew and respected Paul Trimble for the fine man he was but there have been many, many profound changes for the better made by other men during the years since Mr. Trimble passed away.

Mr. Bernhardt is only 40 miles from Silver Spring and I assure him that all he has to do is to walk in the front door of the Institute and he will get all the expert help he can use, given willingly, intelligently and sincerely. If he is really curious about what the NID has to offer he might ask for the brochure available to prospective members. It offers 26 different services and they are presented in an extremely attractive and easy-to-use form. If he needs any details let him ask for Mr. Bill White who is about as sleepy as a hungry wildcat. Also in the "comfortable cocoon's nest" he will find Norbert Berg, George Fulton, Clay Hardin, Dot Lyle and others who, as a unit, represent the finest collection of administrative brains and practical experience in any single endeavor in the industry. They're human, too, and they work as hard as they can.

I think, instead of griping about the NID "yawning," the cleaners in our great country ought to join up in droves. We should have 16,000 member plants, not 8,000, and then the impact of the Institute would be twice as great.

Anent the anonymity of the president of NID, Mr. Duncan is a quiet, conservative gentleman and probably doesn't want any publicity for himself. He is very much concerned about the welfare of the Institute and works hard to maintain its high standards. As for "Mr. or Mrs. Average American" hearing about NID, I daresay you'd get a lot of blank stares if you asked them what AAA or AMA or CIO or CYO stood for.

In my opinion, the cleaners outside the NID fold are indeed in a state of "lethargy, apathy and confusion." I spent considerable time as a trouble shooter for a supply house and went out on calls because Joe Cleaner didn't like the cleaning he was getting from our soap, or the filter powder was no good, or he was having filter pressure troubles. Almost without exception, the truth was that Joe was a lousy dry-

cleaner and didn't know what he was doing. Again, "ask 100 cleaners," outside the Institute group, how much they know about solvent temperatures, stack temperatures, R.H., the effect of charged solvent on water dispersion, etc., etc., and see how many "blank stares" you get.

For my dough, the people who are "floundering about aimlessly, reaching for guidance" are standing in front of a large, open door and they don't realize it. All they've got to do, dammit, is walk in the door and join forces with NID.

HARRY P. KNAPP

Tintoreria Paramount, S. A.
Mexico, D. F.

To the Editor:

In reading your September issue, particularly Mr. K. Bernhardt's Letter to the Editor, I was amazed that any cleaner claiming to be progressive could write such a letter. Especially one who states that he has spent more than 30 years in the industry. He, above all, should know and appreciate all the things that the NID has done and is still doing for the industry. In fact, the largest strides have been made under the present management. Of course there is room for improvement, but this improvement will come slowly since critics of this type never help to carry the financial burden, but leave it up to truly progressive cleaners to do so.

I note that he is not a member of NID, and since he is not, what right has he to criticize the NID?

I, for one, acknowledge and appreciate all that the NID has done and is trying to do for the cleaning industry, and I proudly display our NID emblem.

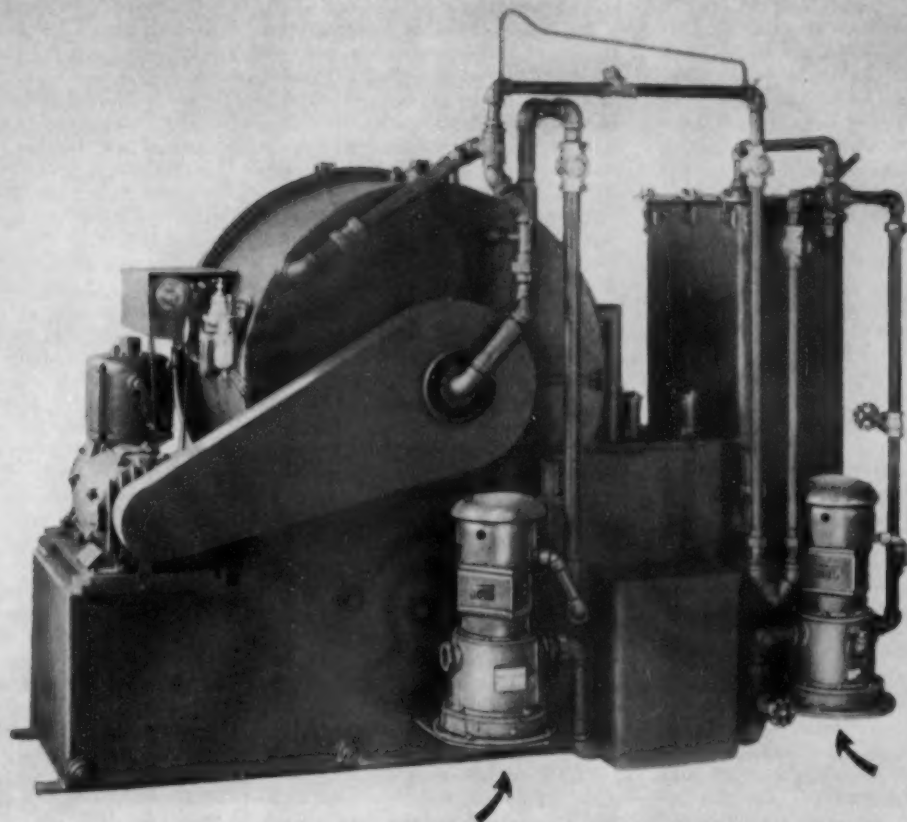
RICHARD F. KELLEY

Melody Cleaners
Oklahoma City, Okla.

To the Editor:

Mr. Bernhardt, in a manner of speaking, called me in support of his statements when he accused NID of failure "to actively associate itself with all local associations, on a national scale . . . retail, wholesale or what-have-you. . .". Our Association probably falls into the "what-have-you" class and to remain silent would infer agreement with Mr. Bernhardt.

Eighteen months ago I was chosen to head the North Carolina Association



Kling "100" Corporation uses Marlow Pumps exclusively for its new Air-matic, 2-bath system which is designed for petroleum solvent. Marlow Self-Priming Centrifugal Pumps were chosen for this new drycleaning machine because of their quiet, long-lasting, trouble-free operation. Shown above are two space-saving Marlow vertical, self-priming pumps that are used to handle the solvent from the filter to the machine.

marlows are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

MARLOW PUMPS • RIDGEWOOD, NEW JERSEY

DIVISION OF BELL & GOSSETT COMPANY • Factories: Ridgewood, N. J., Morton Grove, Ill., Longview, Texas

of Launderers and Cleaners, Inc. I was most warmly welcomed by NID and its entire personnel. NID's fieldman in this area, Charlie Cooper, comes into my office each time he is in this area. I have been given a guest registration to all NID conventions; I have been put on the mailing list. I receive all NID information that paying members receive; I have been supplied with a vast amount of technical information for the reference library I am building for my members; NID donated several technical books to this library without charge.

Each month NID provides this office (and every state association in the nation) with a technical bulletin from NID's laboratories, information which we are permitted to pass on to our state association members without charge; information which we could not supply them without elaborate technical laboratories.

I have never called on NID for any service or information which was not most fully and freely supplied.

In addition, NID has sent teams of experts from its schools to conduct conferences in North Carolina, insisting that these conferences be open to all plantowners whether members of NID, our state association or not. These conferences have strengthened our state association and provided another service to the plantowners of North Carolina that we could not provide otherwise.

I am certain that Mr. Bernhardt has some reason for his outburst of which I am not aware. I can only speak from the "what-have-you" trade association point of view. These things I know.

Mr. Bernhardt has more courage than I. I'm afraid that I'd never have the temerity to criticize an organization of which I was not a member for its failure to help my business. It is like an atheist blaming God for failing to watch over him.

FRED DODGE
Executive Secretary-Treasurer
North Carolina Association of
Launderers and Cleaners, Inc.

To the Editor:

Mr. K. Bernhardt is probably right in his viewpoint that "the entire industry is in a state of lethargy, apathy and confusion." Those in the drycleaning industry who are not actively participating in the NID, local and state organizations are stagnating in a vacuum.

The late Paul Trimble gave the drycleaning industry tremendous help but I doubt that even he ever imagined that the NID would have progressed as far as it has today. To my knowledge no other industry association has contributed as much to its members

and nonmembers as has our NID.

Mr. Bernhardt also mentions that the man on the street is not aware of the NID. If that is true of Baltimore, Maryland, there is a very simple remedy—the NID plant at Silver Spring, Maryland, is operated for the enlightenment of the entire, nationwide membership. Since some of the members (and it must be a very small percentage of the total) are in competing plants in the Washington, D. C., and Baltimore area, the NID has refrained from advertising. To facilitate the passing of the word to the man in the street about the NID, I suggest that the NID start experimental advertising campaigns. In this way member plants can also benefit by the findings of an NID advertising program.

Successful advertising by the NID may then permit a sizable fund to be supplied to each NID president for the publicizing of his regime. If that is what Mr. Bernhardt really wants!

The NID Management Course and General Course have provided thousands of their graduates with the knowledge and tools necessary to meet and conquer most if not all of the problems that Mr. Bernhardt has asked "help and guidance" for.

Our local association has asked and received much help from the NID . . . films, pamphlets, organizational data, etc., etc. But we neither want nor expect the National to hold our hands nor blow our collective noses. Even on the plant level I, as well as hundreds of other plantowners, have gone out and told our story to the public. If a local retail merchant started advertising the myth of harmful drycleaning he would not only be bucking years of previous advertising and education but would meet the immediate and direct ire of a horde of local drycleaners. In fact, most of the local retail merchants come willingly to the drycleaners for garment serviceability information (we still have a long way to go).

The thing that puzzles me is how do I know so much and receive so much help from 3,000 miles away and Mr. Bernhardt finds an insurmountable wall only 30 miles distant?

It must just be that eight-pointed star on my office wall that says: NID MEMBER 1955.

BEN B. WALLIS
Wallis Cleaners

Tucson, Ariz.

And the Minority

To the Editor:

Just a few lines to express my sincere gratitude for having given me the opportunity to express my views, concerning the value of the NID to our industry, in your September issue.

To my amazement, I have since been besieged by letters, telegrams and phone calls from cleaners all over the nation.

Consensus of opinion seems to be that our industry is recognizing the value of the NID, to a point. However, most cleaners agree with me that relationships between the cleaner and the "housewife" are rather strained, to put it mildly.

The never-ending battle between the textile industry and the drycleaner has been instrumental in creating this situation, despite the efforts of Mr. Johnson, et. al., of the Better Fabrics Bureau.

A number of cleaners, in their comments, were advocating the establishment of a "National Association" for the express purpose of better relationship between cleaner and customer, and for broad dissemination of facts about serviceability of fabrics.

To answer Mr. Browne of the NID, who quite nicely "pinned my ears back," would only lead to more controversy, of no value to anyone.

May I again thank you and, as I am sure, my old and dear departed friend and your predecessor, Paul Trimble, would join me, too, in saying "success and good luck" to you.

K. BERNHARDT
Cleanliness, Inc.

Baltimore, Md.

Apologies to Vancouver

To the Editor:

We have received a clipping of your reference to our drycleaning survey as mentioned on the editorial page of your September 1955 issue.

We were pleased to note that you felt our survey deserved some editorial comment. However, in paragraph 3 of your editorial you made either a very serious error, or else a very serious misprint. You state, "concerning complaints 75 percent of the people admitted making complaints to cleaners."

Please refer to Question No. 8A of the survey which says, "Did you ever make a complaint to your cleaner?" No answered 75 percent, yes 25 percent.

Therefore, when you report that 75 percent of the people admitted making complaints, you probably intended to say 25 percent instead of 75 percent.

The figure of 75 percent I would consider a very serious reflection on our local cleaners, whereas 25 percent complaints could be considered just about normal.

I am drawing this error to your attention so that you may publish a cor-

(Continued on page 110)

NOW! FORGET ABOUT CLASSIFYING LOADS!



Get loads in and out of washers faster. No lint, no static—lots stay as lots—work progresses faster right through the plant.

All these advantages are yours with the new, truly DRY Super C process. No moisture is needed, no moisture is used. There's no "balling up" of sweaters—no felting of soft wools—no shrinkage due to moisture.

But Super C doesn't stop there—without moisture you speed work, save labor and increase volume right down the line, and *still* get better cleaning than you've *ever* seen from a moisture soap. There's no moisture to set wrinkles, so you can extract harder and more fully—saving you solvent. This cuts tumbler time, too. Super C pops spots right to the surface where they're easy to see . . . leaves no rings. Pressing goes faster because there are no wrinkles, shrunken linings and disturbed sizing to fight.

AND, Super C is the simplest charge soap to install. First, you find out how many gallons of solvent are in your system. Make up a 2% charge by adding 2 gallons of Super C for each 100 gallons of solvent. Make sure in advance that your solvent is in good condition . . . low in fatty acids and as water-white as possible.

THEN maintain that water-white 2% Super C charge with Darco treatments.

THAT'S ALL THERE IS TO IT! Your cleaning will be uniform . . . your charge will *stay* in with the *least* care. Just remember that *moisture-free* solvent is the answer to *super* cleaning with Super C.



**FREE BUSINESS-BUILDER KIT TO PROMOTE Super C
TO YOUR CUSTOMERS COMES TO YOU WITH YOUR FIRST ORDER!**



CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND



Now, the industry's finest PUFF IRONS any way you want them



Cissell Puff Irons with Fabric Pressing Heads and vacuum is the modern equipment for finishing many new fabrics... faster, easier. Large volume of up-steam, strong vacuum, and the Fabric Pressing Head remove difficult wrinkles, reduce hand ironing, give materials a brighter look. For conventional hand-pad finishing, the fabric head may be moved out of working range. Fabric Pressing Head Puff Irons available in Double Table Units, (either two-way or

four-way) Triple Table Units and Single Table Units... on any Puff Iron except No. 3 Egg.

Illustrated above: FOUR-WAY, FABRIC PRESSING HEAD UNIT — TWO 45" DOUBLE TABLES... standard unit includes No. 2 Mushroom, 1L Ladies' Shoulder, 4X Sleever, Corner Plate and Extension Plate with bracket for 4X Sleever.

W. M. CISSELL MANUFACTURING CO., INC. — LOUISVILLE 1, KY. Pacific Coast Office: 4823 W. Jefferson Blvd. — Los Angeles. Foreign Distributors write Export Dept. — Cable Code "CISSELL".

CISSELL

Consult Your Jobber



**Operator finishes one garment while
machine steams and dries another!**

Fully Automatic

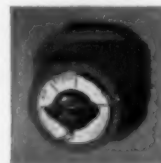
CISSELL FORM FINISHER



NO FOOT PEDALS

CISSELL

Consult Your Jobber



FINGER TIP OPERATED TIME SWITCH CONTROLS BOTH AIR AND STEAM CYCLES

NO FOOT PEDALS! . . . Cissell-built Time Switch does the job. Permits a new ease in Form Finisher operation. Rotate Timer Knob . . . operator is free to perform other duties while the Cissell Form Finisher steams and dries automatically. Timer Knob may be rotated at any time to re-set Air or Steam Cycle, as required.



BUILT FOR YEARS OF dependable service . . . Stainless-steel frame . . . cast aluminum shoulder form . . . extra large steam chamber . . . Cissell-built steam valve . . . Guaranteed for one year against manufacturer's defects.

FINISH ANY SIZE GARMENT — silk or wool. Shoulder form adjustable from smallest child's coat to largest man's. Vertical adjustment on front clamp permits proper positioning for any size garment. Revolving form is correct height for short or tall operators.

SIMPLE OPERATION . . . FAST PRODUCTION . . . QUALITY FINISHING. Ample supply of steam—no wetting out of nylon bag. No drain or water overflow.



DAMPER BETWEEN FAN AND HEATING COIL

—retains steam within bag . . . permits hot air to rise from heating coil **EVEN WHEN AIR IS SHUT OFF.** Keeps metal parts warm and free of condensation.

W. M. CISSELL MANUFACTURING CO., INC.

831 S. FIRST ST. • LOUISVILLE, KY.
P. O. BOX 1143

Pacific Coast Office: 4823 W. Jefferson Blvd.,
Los Angeles, Calif.

Foreign Distributors: write Export Dept.—
Cable Code, "CISSELL"

SIGNS of the TIMES

Public Service: Paul Lerch of Peerless Dry Cleaners, Fort Wayne, Ind., was one of eight men appointed to serve as captains of Division V of the local United Fund.

Among contributors to the fund solicited by the Elizabeth Lions Club for open air band concerts this summer and prizes at the 4-H club show was Elizabeth Cleaners, Hanover, Ill.

The scholarship established by the Grande Cleaners of Libertyville, Ill., has enabled Mary McClain of Mundelein to begin her studies at Lake Forest College. The scholarship provides full tuition and fees for two years.

The Cleaners, Dyers & Allied Trades Division of the United Jewish Appeal of Greater New York held its annual dinner on behalf of UJA, October 20 at the Hotel Delmonico, New York. The dinner was a testimonial to Max Jacobs, Nu-Boro Park Cleaners, Inc., president of the Cleaners and Dyers Board of Trade, and 1954 chairman of Cleaners & Dyers UJA campaign.

#

Serviceability of Finishes: The American Association for Textile Technology at a recent meeting heard a discussion on the drycleanability and launderability of various textile finishes by Harry Cohen, textile expert, teacher, author and consultant on drycleaning and laundry chemistry and procedures.

The topics presented for Mr. Cohen's discussion were: "Why is it difficult to remove soil, stains and rings from fabrics containing man-made fibers?" and "Is this problem due to the type of finishes used by the textile manufacturer or to the use of the spotting agents or detergents, or the manner in which they are used by the laundrymen or drycleaners?"

The following excerpts from Mr. Cohen's answers to these questions will be of special interest to drycleaners:

"I am continually being asked by the mill operator, 'What are the laundry and drycleaning plants doing in their processes that is removing the finish from the fabric and fading the color? Are they taking short cuts to speed up work at the expense of the fabric? Are they using stronger detergents these days?'"

"On the other hand, the laundryman and the drycleaner ask me: 'What

is the mill doing about fabrics whose colors bleed easily, and which grow limp after one washing or drycleaning? Does the mill just load the fabric with a semi-durable sizing, with a devil-may-care concern for the consumer, while the laundryman and drycleaner are held responsible by the consumer for a damage they feel not rightfully theirs?'" . . .

"As technologists are you familiar with the 4 percent charge system? Is your product sensitive to trichlorethylene? perchlorethylene? carbon tetrachloride, or any of the petroleum solvents? Have you tested each solvent reaction, or just one of the entire drycleaning group? What is the maximum pressing temperature for your finish? Are the buttons you use of a type that will withstand drycleaning and wet-cleaning? Though I know that you are not responsible for buttons or accessories, they are nevertheless part and parcel of the entire problem. . . .

"Has your garment or fabric been cleaned according to the recommendations of the National Institute of Drycleaning?"

"Now, you will surely ask me: 'Does this mean that the standards that I have been using to date are insufficient and incapable of giving a fair indication of serviceability?' My answer is: 'Decidedly, no.' Continue to use all of your present standards, but also advance a step and take advantage of the vast experience of many thousands of member plants reporting their problems daily and sending damaged garments for test back to these national institutes to ascertain the cause of fabric and finish failure. . . .

"Now, with all the various types of plants and their problems, with varying kinds of machinery, products and formulas used, with time requirements different—one must get it out more quickly than another—some must return garments the very same day—naturally different methods of procedure would be used by each plant to fit its own need.

"We must therefore draw an average or mean. Now, how do we arrive at this? Thousands of plants, members of the American Institute of Laundering and the National Institute of Drycleaning, feed in to these organizations data on their formula, methods, costs of operations. Thus these two organizations, and other similar groups, are able to make breakdowns graphi-

cally or by item on data submitted—damage of many kinds; fading; tensile strength less shrinkage. Consequently, their counsel on broad industry bases becomes extremely important. . . .

"Let us summarize by saying that the future has been written in the past; and though we cling to the glorious traditions, the consumer market grows more mature and so must our industry. The consumer markets of today are demanding more concrete evidence of over-all product performance. To hold this consumer market tomorrow, we must answer this basic demand today; our industry does not have a mortgage on time. Sometimes a stranger within the gates sees what too-familiar eyes have overlooked. Thus the value of a total joining of textile, laundry and drycleaning industries may well be this: they will often be ahead of the consumer market in broad direction of policy and in appreciating what should not be done. We must safeguard our future, and not merely justify our past."

#

Fire Violations Reported: According to a report in the October *Reporter* of the National Institute of Drycleaning, a recent investigation by the Ohio State Fire Marshal disclosed 132 drycleaning plants in violation of fire regulations. As a result, 46 plants were ordered to close immediately and the others were given time to correct violations of the State Fire Code.

All of the violations involved Class III plants, those using 140°F solvent. The principal violation was the use of lower flash solvents than permitted, while in a few cases some plants were even using naphtha in 140°F equipment.

As a result of the findings in Ohio, fire marshals in other states have been alerted to the possibility of similar violations and undoubtedly will undertake similar inspection campaigns. Study of the Ohio findings has also been placed on the agenda of the forthcoming meeting of the Sectional Committee on Drycleaning of the National Fire Protection Association, and may result in a revision of national standards that would nullify the advantages now enjoyed by Class III plants. The NID further points out the possibility that widespread viola-

(Continued on page 108)



**HIGHEST
SCORER**

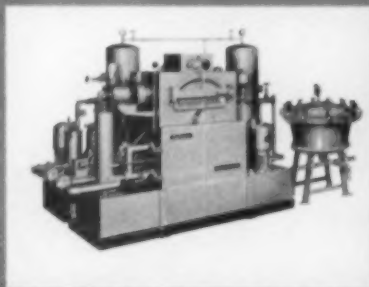
**FEWEST
PENALTIES**

**LESS
TIME
OUT**

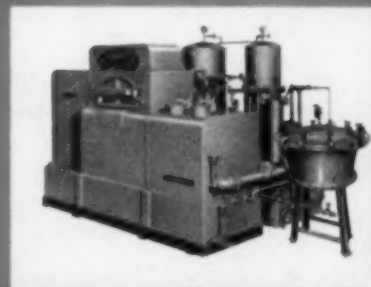
**LARGEST
DRAWING
CARD**



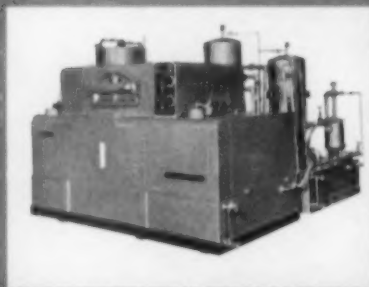
DETREX *Process*



Coronet—50-60 lbs. capacity per hour



Maxcorb—90-100 lbs. capacity per hour



Ambumaster—over 300 lbs. capacity per hour



Synth-O-Saver—for mini-like solvent consumption

MEET THE ALL-AMERICAN TEAM

The Detrex team shown above is ready and able to handle any play that comes along. Regardless of your present volume you can enjoy increased profits.

Lack of Capital?

It is now possible to LEASE a Detrex Coronet or Detrex Two-Bath Coronet and the Synth-O-Saver. See coupon below.

DETREX CORPORATION

Dept. UU-500a
Box 501, Detroit 32, Michigan

- ☐ Send me the free facts on how I can cultivate more business, make bigger profits with the Detrex Process.
- ☐ Send me all the facts on lease arrangement for the Detrex Coronet, Detrex Two-Bath Coronet and Synth-O-Saver.



NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

When it comes to ringing your cash register the Detrex Process is the all-time high scorer. Detrex permits you to give fast service combined with the finest cleaning quality in the industry. No other combination can beat this one for steady, big volume. Want proof? . . . just ask the man who owns one now.

**HIGHEST
SCORER**

Every time you re-run or wet clean a garment, every minute you spend hand spotting any other than the most stubborn cases, you are being penalized right where it hurts the most—in your take-home profit. In fact, on re-runs you are being penalized double because you get paid only once for running the garment through twice. Detrex Process eliminates all but the tiniest fraction of these penalties. You make more money on present volume and can process more profit-making work with no more effort.

**FEWEST
PENALTIES**

"Built like a battleship" . . . that really describes Detrex. Every part is heavy duty for long, long service. The basic design is simple and proven . . . free of gimcracks and gadgets to go wrong. Detrex is the one unit designed expressly to avoid shut-downs and all but the minimum preventive maintenance.

**LESS
TIME
OUT**

In every single instance, installation of a Detrex has boosted business almost immediately. We can show you thousands of cases where this has happened. The reason is that colors have a like new brilliance and fabrics have a luxurious softness. Yet this extra quality is completely practical on a fast service basis. The customer loses less time between wearings (and cleanings) . . . and you make more profit.

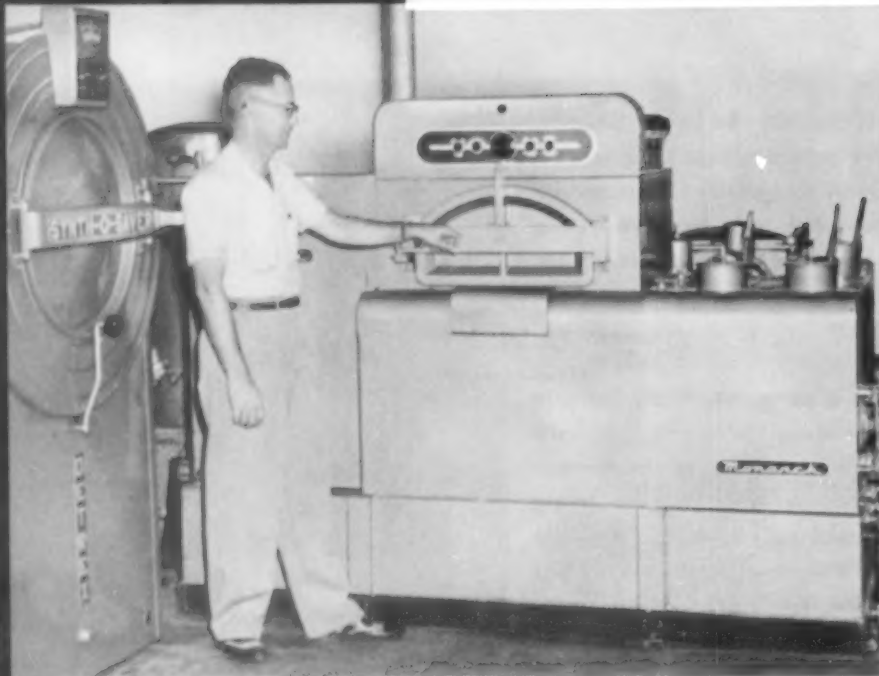
**LARGEST
DRAWING
CARD**

For All The Data

Our free booklet gives you all the facts and proof that Detrex boosts profits three ways. Send for yours today—to DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. UU-500a

DETREX
Process

See DETREX Profits in Action—NEXT PAGE



THIS
COULD
BE

You

The Story of **CAIN THE CLEANER** PORTSMOUTH, VA.

In 1950 James T. Warren decided that, after 8 years as a drycleaning route salesman, he wanted his own plant. Mr. Warren looked around and found a plant that he liked and purchased it in May, 1950.

The plant was equipped with petroleum solvent equipment consisting of one 30 x 42 washer, one 26" extractor, two tumblers and one 1000 gallon filter . . . all line shaft equipment.

In 1953 Mr. Warren decided to convert to synthetic operation and purchased a Detrex Two-Bath Monarch to replace the solvent equipment. After installing the Detrex equipment he found he could handle more volume. Thus One Hour Service was possible . . . an impossibility with the old equipment.

Previously he was processing an average of 1300 pounds of cleaning per week. Now with

the Detrex unit this same plant averages 3000 pounds of cleaning . . . and in less time than before. Mr. Warren states that the Detrex Process cleans clothes far superior to any he has ever seen . . . with a *decrease of 85% in the wet cleaning department.*

Look At These Cost Savings!

1. Cleans 3000 pounds at the same cost that he spent to clean 1300 pounds previously.
2. Now uses $\frac{1}{4}$ the amount of filter powder to clean 3000 pounds as he previously used to clean 1300 pounds.
3. Fire insurance rates dropped \$1.00 per hundred.
4. Fuel consumption reduced because of small steam requirements.
5. Same labor force producing $2\frac{1}{2}$ times the volume.
6. Cleaning cost for a period of 14 months is .0111 per pound for solvent.
7. 180 square feet of working space saved when the Detrex unit was installed.

YOUR LOCAL DISTRIBUTOR

Your local Detrex Distributor is a well established business man in your locality. He is trained to know and explain the Detrex Process. He is intimately acquainted with drycleaning and the drycleaning business. He has available complete facilities and qualified personnel to give you prompt, efficient service.

Rely on him for all your drycleaning equipment needs. Your guarantee that he will serve you well lies in his desire to maintain the highest business reputation in your locality. He not only is doing business there today but for many years to come.

DETREX CORPORATION

Dept. UU-500a

Box 501, Detroit 32, Michigan

LEGAL DECISIONS

Check Insurance

When a cleaning plant consists of more than one structure, a cleaner should be especially cautious to be assured that insurance policies covering buildings and equipment are so worded as to clearly embrace everything intended to be insured. Have you checked your insurance policies?

This warning is inspired by a decision rendered by the Virginia Supreme Court of Appeals in the case of Bankers Fire Insurance Co. v. Henderson and Welch, 83 S. E. 2d 424.

A policy covered "the two-story brick building . . . situated No. 1218-1220 on the east side of Church St." To the rear of the building, and separated by a narrow private alley, was a one-story galvanized iron building where steam was generated for use in the plant and piped there. The metal building was destroyed by fire and the insurance company denied that the policy covered the loss.

A second policy covered the "contents on the first floor, including equipment, furniture and fixtures located in the two-story brick mercantile building with approved roof, located at 1218-1220 Church Street." The fire destroyed equipment that was in use in the metal building at the rear, and new equipment stored there but not yet installed. The insurance company refused to pay this loss on the ground that the policy did not cover it.

The cleaners sued the insurance company to have the policies "reformed." "Reformed" is a legal term that covers a court order that makes a contract mean what the parties really intended it to mean, despite the wording actually and mistakenly used.

After hearing all the evidence covering what happened when the policies were issued, the trial court decided that the insurance company's agent and the cleaners really intended that the policies cover the metal building and all of its contents. The insurance company unsuccessfully appealed to the Supreme Court of Appeals, which reasoned:

"It is entirely unlikely that the complainants who appreciated their need for protection, as shown by the amount of insurance which they had taken out, would have been satisfied with, or that an experienced agent would have written a policy which covered

By A. L. H. STREET

Invitation to the Reader

In this department of THE NATIONAL CLEANER & DYER, Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

only a portion of the premises, leaving entirely unprotected a vital unit, the one in which steam for the operation of the plant was generated and the very one in which a fire was most likely to occur."

The decision was strongly influenced by the fact that the insurer's agent had closely inspected the premises before the policies were written.

Naturally, the rejoicing by the cleaners over the victory in two courts must have been dimmed considerably by a regret that they had not avoided the expense incident to the litigation by checking the wording of the policies before they were filed away. It often costs a lot of money to win a lawsuit that easily could have been avoided.

Nonresident Taxation

Can a state constitutionally impose a license tax upon nonresident cleaners for the privilege of picking up and redelivering garments taken to out-of-state plants of such cleaners for cleaning or dyeing—particularly where the tax is higher than that imposed upon resident cleaners?

No, according to a decision rendered by the United States Supreme Court on March 3, 1952, in the case of Memphis Steam Laundry Cleaner, Inc., v. Stone, Chairman, State Tax Commission of Mississippi, 72 Sup. Ct. 424. The case specifically involved taxation of laundries, but the reasoning of the court clearly indicates that

the same decision would have been reached concerning a similar tax upon interstate cleaning business.

The plaintiff, a Memphis company, sent ten trucks into eight Mississippi counties, where drivers picked up, delivered and collected goods for laundering and cleaning and sought new customers.

A Mississippi license tax law was enacted in 1944, applicable to various occupations, including transient vendors and laundries. An annual tax of \$32 to \$120 was imposed upon Mississippi laundries, according to classification of the municipalities where located, plus \$8 tax for each truck operated in a municipality other than the one where the laundry was located.

The law imposed a \$50 tax upon "each person soliciting business for a laundry not licensed in this state, in each county; the tax to be paid on each vehicle used in carrying on such business."

The company paid \$500—presumably under protest—to cover its ten trucks used in Mississippi, and sued for a refund on the ground that the tax was illegal. The circuit court in Hinds County, Miss., decided that the tax was illegal, but the Mississippi Supreme Court set that decision aside on appeal. (53 So. 2d 89.) On the company's appeal, the United States Supreme Court, in turn, reversed the decision of the state supreme court.

It is a well-settled law that when a traveling salesman takes orders for a nonresident employer, who ships the ordered goods to the buyer, that is an interstate transaction upon which the state where the order is taken, and into which the goods are shipped, cannot impose a tax. It is equally well-settled that where a peddler, representing a nonresident employer, carries with him the goods he sells and delivers them to the buyers, the transaction is subject to a state tax.

Attorneys for the state persuaded the state supreme court that the Memphis company's routemen were engaged in activities similar to that of peddlers of goods, as distinguished from traveling salesmen. But the United States Supreme Court decided that the law imposed an illegal tax upon interstate commerce, because it unconstitutionally discriminated against nonresident laundries by imposing considerably higher taxes for doing business in Mississippi than was imposed upon Mississippi laundries.

ROUTE SERVICE OR DRIVE-INS . . .

You'll get more customers—**HOLD**
more customers—with the kind of
top-quality workmanship and fast
service that are easy to achieve
with—

STOD-SOL and the STOD-SOL "TEST BUNDLE" SERVICE



140-F.

PRODUCERS  REFINERS
Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

HOYT

Reclaimers and Dryers for every requirement . . . handle all loads from the smallest to the largest!

RECLAIMERS



SUPER-FAST SOLVO-MISERS

This series cuts reclaiming cycle up to 50% . . . keeps pace with the cycle of any drycleaning machine on the market.



SOLVO-MISER 75

75 lb. cap. d.w. of this unit permits it to handle large volumes of work most economically and fast. Also available as a Super-Fast unit.



REGULAR SOLVO-MISER

Famous reclaimer available in three sizes with cap. from 20 to 50 lbs., d.w.



SOLVO-MISER MODEL 4518

Big-capacity (37-47 lbs. d.w.). Goes through a 36" doorway. Automatic timing system. Also available as a Super-Fast unit.

DRYERS



WESTPORT

All operating controls conveniently located on front panel. Just set timer and drying cycle is automatically completed at temperature desired. (Cap. 40 lbs. d.w.).



TUMBLER MODEL 75

75 lb. d.w. cap. laundry and drycleaning tumbler. Other sizes available.



DUO-DRI

32 lb. d.w. cap. (twin dryer - 16 lb. per unit. Separate automatic controls and heaters.)



BIG BERTHA

110 lb. d.w. cap. laundry and drycleaning tumbler.



DRYERETTE, JR.

16 lb. d.w. cap. Available for gas, electric, or steam. Automatic controls. Can be supplied coin metered. Ideal spotting tumbler.



DRYERETTE

27 lb. d.w. cap. Automatic controls. Can be supplied coin metered.



We specialize exclusively in dryers and drying reclaimers. Our machines are the last word and set the pace for the industry.

HOYT MANUFACTURING CORP. Westport, Massachusetts

Please send me information on the following Hoyt machines:

RECLAIMERS

- ☐ Super-Fast Solvo-Misers
- ☐ Solvo-Miser 75
- ☐ Regular Solvo-Miser
- ☐ Solvo-Miser No. 4518

DRYERS

- ☐ Westport
- ☐ Tumbler Model 75
- ☐ Duo-Dri
- ☐ Big Bertha
- ☐ Dryerette, Jr.
- ☐ Dryerette

Name

Company

Address

BUSINESS BUILDERS

Drycleaner's Hobby Brings Christmas in Summer



The fulfillment of a drycleaner's dream can be seen through the summer and fall at Jefferson, New Hampshire, where Mr. and Mrs. Norman Dubois have created a miniature Santa's Village. Long a successful drycleaner in nearby Lancaster, Mr. Dubois two years ago set up the attraction in a setting of living Christmas trees with mountains in the background.

Log cabins house Santa himself, his

church, a workshop where toys are actually made, a blacksmith shop and other village buildings, while the meaning of Christmas is expressed in a Nativity scene. Also on view are Santa in person, together with live reindeer, donkeys, goats and other animals that children can pet.

To complete the spirit of Christmas, there is a wishing well into which visitors drop coins, devoted to purchase of toys for needy children.

Promotion in Corn Gets Results



In the past 11 months Arnold Wadas, manager of Hookers' Cleaners in Charlevoix, Mich., has doubled his drycleaning volume. He attributes this growth to two kinds of advertising, both heavily loaded with corn.

The first part of his advertising scheme has to do with such publicity

gems as, "If your clothes aren't becoming to you, they should be coming to us." Messages of this type are printed on cards that Mr. Wadas leaves at motels, hotels, filling stations, restaurants—in fact, any place where he can leave them. He gets out a different card every two or three months. Each set of cards stresses a particular service or service angle, and while the cards are up Mr. Wadas uses small newspaper ads to pound home the same theme.

The other angle to the Wadas advertising program is one of personal dress. Mr. Wadas wears the loudest plaid shirts and caps he can find, and tries to have at least six combinations on hand all the time.

"The louder they are," Mr. Wadas says, "the more people talk about them, and the more they talk the more they bring us their business. Sure, I'll admit this is corn, but it gets results."

Match Book Gimmick

When Donald Butz crossed match books with a guessing game, he came up with a profitable new promotion gimmick.

Mr. Butz, owner of Royal Cleaners and Laundry in DePere, Wis., uses identically designed match books in a series of five different background colors. Every day match books of one color only are given out, and the color is changed daily with no predictable order.

Patrons who telephone for laundry or drycleaning pickup service are asked to guess the color of the match books being given out that day. A correct guess wins the customer a 10 percent discount on his order.

Result: increased use of the pickup service, and consequent increase in the gross business of Mr. Butz' plant.

Christmas Display



This Christmas window is one reason why Russell Cuoco, owner of Russell Cleaners, New Orleans, has a reputation for putting in some of Louisiana's top window-display sets. His Easter, back-to-school and Christmas windows have drawn statewide news mention year after year.

More than 20 half-life-size figures of people and animals were used to build this set, used last Christmas, depicting the first Christmas at Bethlehem.

Mr. Cuoco employs a window-display firm to build all of the display sets. This seems like an expensive proposition, but Mr. Cuoco estimates that over a hundred thousand people saw the window during the holiday season. This is one cleaner whose window catches every eye at a time when people's minds are more concerned with shopping than with cleaning.



Hold it, Brother! You need a

VIC MUCK RECLAIMER

• Not the highest priced • Not the lowest priced

but the Money-Savingest

Happy-Makingest
muck cooker
ever built!

Plant Operators
who CARE compare!

Compare VIC'S features with
competition — then choose with
your eyes wide open!

IT'S FREE!

Our new booklet . . . "The Heart of any dry cleaning system is the FILTER." The information in this booklet will save you many dollars.

WRITE FOR IT TODAY!



VIC

- 1 VIC Muck Reclaimer is built of heavy gauge stainless steel.
- 2 VIC has a vapor tight cover—no fumes, no solvent loss.
- 3 VIC has separate condenser for more efficient recovery of solvent that need not be redistilled after use.
- 4 VIC has large door opening at bottom for easy muck removal.
- 5 VIC's method shoots live steam directly into muck, getting more efficiency at less steam and water cost, resulting in getting back a load of clean solvent in 1½ to 2 hours.

TWO MORE VITAL ADVANTAGES OF VIC

- 1 VIC can hold a full filter load at one time.
- 2 VIC has a larger water separator, which enables faster recovery without carrying water into the solvent.

COMPETITIVE UNITS

- 1 Competitive units are usually made of lighter gauge stainless steel and black iron.
- 2 Competitive units usually have a loose type cover creating fumes and loss of solvent.
- 3 Competitive units use a series of coils over the cooker, resulting in portion of solvent falling back into muck needlessly being redistilled over and over again, thus wasting labor, steam and water.
- 4 Competitive units have all muck removed from top, meaning more labor, messy working conditions.
- 5 Competitive units use steam chambers that take from 7 to 8 hours to dry equal loads.

Get Further Information Today!

Vic's Muck Reclaimer is the Cadillac of the Industry — yet costs least in the long run

CLEANING MACHINE CO.

EXPERIENCED SINCE 1912

MINNEAPOLIS 3, MINN.

VIC CLEANING MACHINE CO. Dept. NN 143
Minneapolis 3, Minnesota

Please send me more information
on your Muck Reclaimer, Model 65

Name _____
Address _____
City _____ Zone _____ State _____



Anything Less is an Old-Fashioned Truck!

If you don't get all the modern advantages new Chevrolet trucks offer, you stand to lose money on the job today and at trade-in time tomorrow!

Look at it this way. The more modern the truck, the more quickly and efficiently it does the job. And if it's loaded with ultra-modern features, you're bound to be farther ahead at trade-in time. Now look at the way Chevrolet fills the bill. Even so-called new trucks are old fashioned without all these Task-Force advantages!

Shortest stroke V8's* of any leading truck—the most modern truck engines money can buy! Their compact, short-stroke design means longer life because of less friction and wear. Chevrolet's extra-rugged

and dependable high-compression Sixes are ultra economical to keep humming. They squeeze more power out of a tankful of gas!

The latest in cab comfort and safety—new High-Level ventilation, panoramic windshield, concealed Safety Steps—features that boost driver efficiency!

Most modern chassis features—new suspension, more rigid frames, tubeless tires standard on ½-ton models!

Work Styling—Here's light- and medium-duty styling that's matched to the job; modern styling that calls attention to your business! Your Chevrolet dealer has complete details. See him soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*V8 standard in L.C.F. models, an extra-cost option in all others except Forward-Control models.

NEW CHEVROLET *Task-Force* TRUCKS

DOW

cocktail dress by Fira Beneson ...
cleaned (naturally) in Dow-PER



still hesitating? let's look at synthetic... and Dow-PER

Equipment manufacturers' sales statistics show a progressive drycleaning trend. What's happened? Just this: plant operators are installing synthetic units to give quality garments the quality cleaning they deserve. The fine dress pictured at the left tells this story.

There are good reasons for synthetic's growth. The most important: *safety*. There's no danger to garments, plant and help when you use synthetic solvent properly.

A surprisingly high percentage of the most successful synthetic operators use only Dow-PER®, the stabilized perchlorethylene solvent developed specifically for the professional drycleaner. Their experience is that Dow-PER *works best* with their equipment. The traditionally leading solvent, Dow-PER processes even the finest garments *faster*, more uniformly, with less hand work. The *lower costs* you get with Dow-PER turn increased volume directly into greater profit.

Get in touch today with your Dow distributor for the full story on "going synthetic". You'll find him a thoroughly experienced specialist who can bring you helpful assistance when needed. And you'll like his service particularly because he can *always* make sure you're well supplied with Dow-PER.

If your operation is synthetic *now*, you should be well acquainted with Dow-PER's advantages. Check your present supply of solvent and if you're low, give your Dow-PER distributor a call. THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on
DOW SOLVENTS

DOW

GADGETS and GIMMICKS

Wall Opening Saves Steps



Stetson Cleaners of Pittsfield, Mass., made an opening in the wall between the marking department and the cleaning room. Marked-in work is tossed into classification bins right in the cleaning room. Untold steps are saved for the cleaner who formerly had to go several feet into the other department to get his work. A fire door is provided to keep insurance rates in line.

Orderly Checking



Mack Legg, plant superintendent of Colonial Cleaners, San Diego, Calif., has built up a checking table that prevents items from being knocked off onto the floor.

Everything is to the operator's left. The right two-thirds of the table, which has swivel casters for easy movement, is clear for working. Two lower shelves hold lot tickets, small items like sweaters and small checking supplies, if necessary.

Belts are kept on hooks in a special compartment that extends down to the level of the second shelf permitting them to be hung full-length, out of the way and yet easily accessible. Shelves and bins above hold tags, stapler, etc.

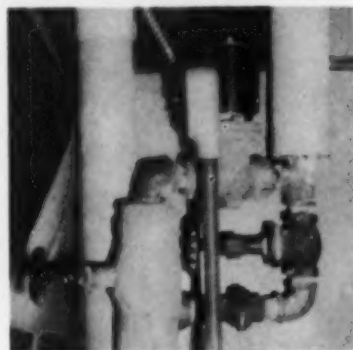
The working area is sloped slightly, has recessed holders for tickets, extra bundle lists and a big holder for pins at the front edge. Plywood boxes with sloping partitions to conform with the slots cut in the table top are fastened to the underside of the table. A pin box at the front edge is especially handy since it holds two standard cardboard boxes flush with the table. One is for safety pins, the other for straight pins.

Improved Communications



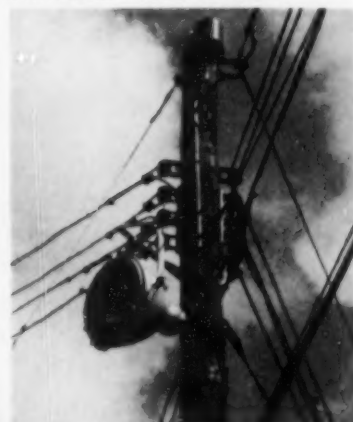
A three-way communication system improves morale and saves steps. Royle Cleaners of Greenfield, Massachusetts, installed a combination FM radio, record player and public address system. If either radio or records are playing and a loudspeaker is needed, a simple button arrangement cuts off the program. Counter girls can page anyone in the plant through the same speaker system. Music and special-events broadcasts make for a happy crew and speed up production.

Steam Waste Reduced



Solenoid valves save steam at Bosbach Cleaners, Holyoke, Mass. These are connected with the electric switches operating the wetcleaning blower and the wetcleaning tumbler. Steam is used only when units are in operation. Since these are used infrequently during the day, a real saving of steam results.

Floodlit Drive-In



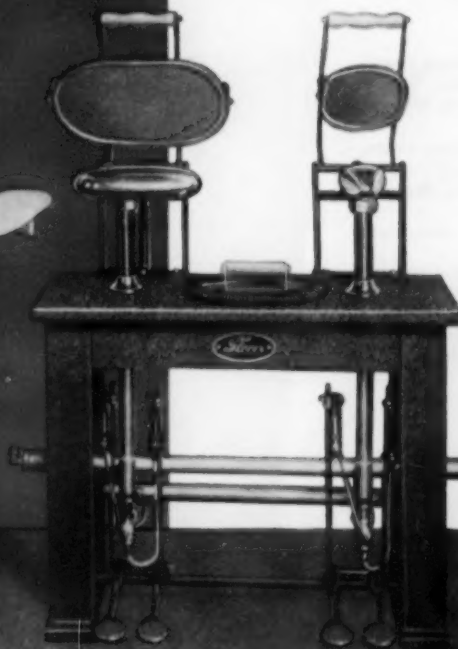
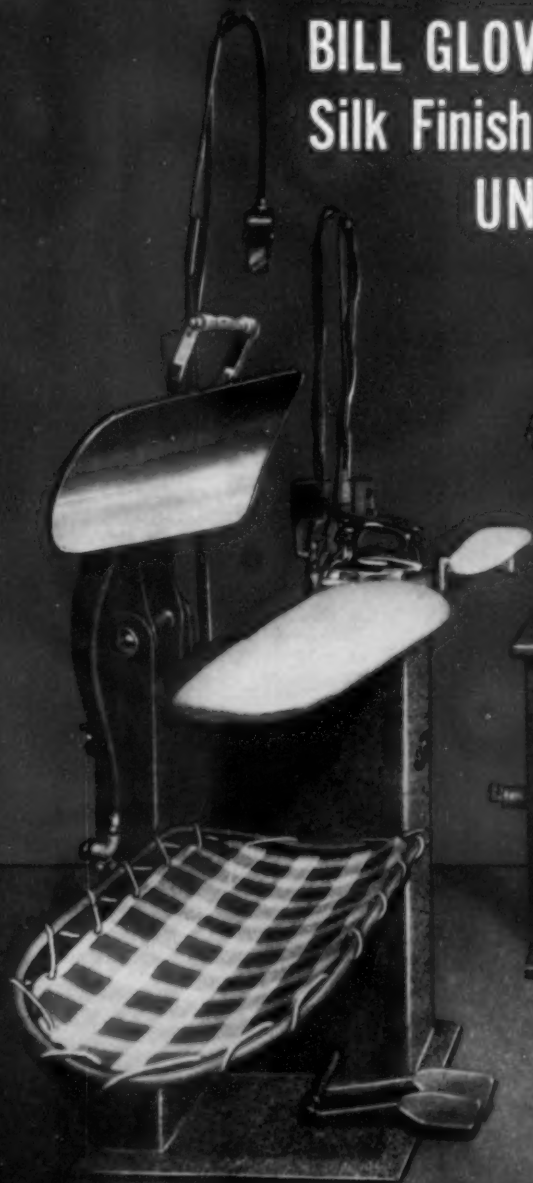
Redfield Drive-In Cleaners in Verona, N. J., can boast of a permanent promotional device not possessed by many drycleaners. Partners Ray Lerner and Dave Stein had the local power and light company install a floodlight on a telephone pole in front of the drive-in. It throws a powerful shaft of light onto the entrance of the plant at night.

The floodlight cost the owners \$45 for installation and there's an additional rental fee of approximately \$9 a month. Since the floodlight is hooked into the street lighting system, it is turned on when the street lights go on at dusk and goes off with the street illumination at dawn.

non-stop finishing...

on hard, soft and
heat sensitive materials
through the

BILL GLOVER Silk Finishing UNIT!



It costs less to go "EXPRESS"...

You can save valuable time, do more and better work through this complete *one-operator* silk finishing unit. Here are all the components for easier finishing of washed cottons, or failles and taffetas as well as crepes, silks and heat sensitive materials in a single, compact unit. With the equipment enclosing three sides of a small work area, the finisher can go "Express" regardless of kinds of material, without *stopping* for sleeving here, topping there and skirting somewhere else. Simple to operate, the unit is acclaimed by all who have used it as doing a faster, better job with less operator fatigue than other methods of finishing.

Here's the complete unit—the Bill Glover Offset Press, manual or air operated, and the Bill Glover Fabric Head Puffers. Press and Puffers available with either steam or air vacuum.

All puffer heads except the egg have fabric heads which hinge on ball bearings. The puffers also have needle valves for control of steam volume. Offset Press combines pressing machine, ironing board, and steam vacuum finishing board in single machine. Its nick-proof, non-pitting steel hot head furnishes pressure for finishing hardest materials. The steam and vacuum finishing board furnishes the means of doing heat sensitive materials without the use of the head. Add to these features the water spray gun, sleeve board and the easy-to-reach hand iron and it becomes the unit you need for the production you want!

Write today for further details or our new folder —
"Facts and Fiction on Silk Finishing".

Bill Glover, Inc.
5204 Truman Road • Kansas City 27, Mo.

extra
touch...
that can mean
**extra
sales!**

An International Garment Bag—
sign of a quality store. It keeps
your work, their clothes clean,
all the way home. Protects
your reputation. Advertisises
your name in your community.
Your paper dealer can supply
you. Call him today.

**WE PRINT
YOUR NAME HERE**


International Paper COMPANY
SOUTHERN KRAFT DIVISION
220 East 42nd Street, New York 17, N.Y.

iron and it becomes a unit you need for the production you want!

DESIGNED AND BUILT—

with your profits in mind!

ECONOMY—

in space, labor and operating costs

AUTOMATION—

*fully automatic controls optional on
all three models — 65 lb. — 100 lb. and 150 lb.*

SIMPLE RUGGED EFFICIENCY—

more productive capacity per sq. ft.

UNIT KLEEN

COMBINATION

WASHER — EXTRACTOR

for petroleum cleaning

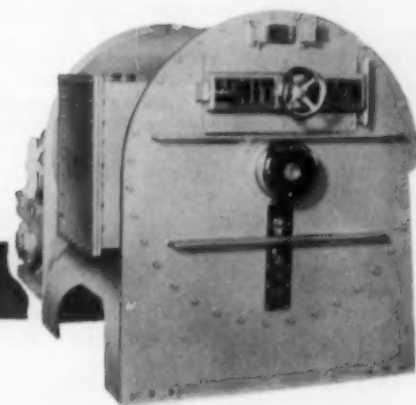
TRIPLE WASH



ACTION

WITH BIG DROP, WET-RUB & SQUEEZE

(Reverses every 20 seconds)



Faster, far better, high quality cleaning is assured with UNIT KLEEN'S big drop and wash-squeeze action. The work is lifted, up to 44 inches and then dropped into the solvent bath. At the bottom of the big drop the work is squeezed between the center partition and the cylinder wall and squeezed both by centrifugal force and gravity. The solvent is squeezed through the fabric twice each revolution. This action, combined with correct cylinder speed and *reversing* action every 20 seconds has proved itself the most efficient method yet devised for thorough, rapid and high efficient cleaning, requiring less time in the cleaning cycle to meet the highest standards.

Visit us in Booths B-15 and B-16 at the A. I. L. Convention.

G. A. BRAUN INC.

World Wide Distributors

Empire Building, Syracuse 2, New York

Gentlemen: Please send further information about UNIT KLEEN and the savings available to me.

Name _____
Company _____
Street _____
City _____ Zone _____
State _____

EDITORIALS

Opportunities Unlimited

Power, beyond the wildest dreams of man, will be available in a few years. This one point received unanimous agreement at the recent meeting of scientists discussing atomic power at Geneva, Switzerland. It was further agreed that reckless use could destroy civilization.

Conversely, atomic energy can bring about the highest standards of living in the history of the world. It could boost production of peacetime goods to unbelievable heights. But unless those products are sold, the tremendous potential is useless. Good old-fashioned selling power must keep pace with productive power.

Creating consumer acceptance of such products or services is the real challenge. It is an old and never-ending problem. Appliance manufacturers found that out after the last war. They produced home dishwashers by the thousands. Customer acceptance was counted on, taken for granted. After all, dishwashers could be purchased conveniently at all appliance shops and department stores. But sales never got off the ground. Customers had not been preconditioned, pre-sold on the product advantages.

The fracture was compounded when cut prices were used as a quick remedy. Reductions of \$100 off list were tried and found wanting. Until demand had been created the offer meant little to buyers. This same fallacious thinking too often enters drycleaning sales promotions.

Review of their own business history would have enlightened the appliance manufacturers. Mechanical refrigeration came into being during the depression years. What an inopportune time to introduce a new gadget! There were few spendable dollars and ice seemed satisfactory. But within a few short years mechanical refrigerators became a necessity.

How was this sales resistance overcome? By door-to-door selling. Canvassers beat the bushes.

Personal selling put across the message. Extensive advertising was the clincher. But appliance shops and department stores could not count upon walk-in trade until the public accepted the story of the refrigerator's advantages.

Drycleaners have the same problem. We have barely scratched the surface of the market potential. The time for complacency is well ahead of us. We, too, must constantly create new markets, seek greater customer acceptance. Other industries are exerting every pressure on even our present customers for their dollars.

Goodwill is a precious but illusive thing. Because some of us enjoy it today doesn't mean we will retain it tomorrow. We can learn a lesson from the makers of Bab-O, the home cleansing powder. They enjoyed the lion's share of their market. Then along came Ajax, "the foaming cleanser." Backed by aggressive merchandising it caught on like wildfire.

Bab-O management reasoned the foaming action was a sales gimmick that would die. After all, its customer goodwill, built up over the years, would offset the temporary slump. But sales steadily declined.

Finally shocked into action, the Bab-O people also offer the foaming characteristics and more cleansing powder per package to boot. Aggressive advertising has helped them reverse an alarming trend.

To take customer goodwill for granted is the first sure step to oblivion. The makers of Sapolio, the Sterling Wash Soap people, and hundreds of others have realized this, but only after it was too late.

People forget easily. What teams played in the 1946 world series? What are the dates of VE and VJ days? Who is the present Secretary of Labor? What movie actress won the Oscar award in 1953?

Not everyone remembers all the answers. It is human nature to forget. That's why selling is an everpresent problem. Creative selling keeps us in step with changing competitive conditions.

Aggressive selling has kept radio strong and healthy despite television. There are three times as many licensed commercial radio stations today as there were in 1945. New approaches to old problems have kept sales curves rising. Multiple sponsorship of shows, the "magazine" technique have done wonders for radio revenue.

Even TV has given new twists to old ideas. Spectacularly successful, the \$64,000 Question isn't revolutionary. It's the old \$64 Question with a few zeros tacked on. What really gives the program tremendous popularity is the "plateau" angle. Audience retention is gained by having the contestant take a week to make up his mind. For seven days the country wonders whether someone should continue on for the big prize. Shades of the old Pearl White movie serials!

Research reports on lung cancer nearly wrecked the stable cigarette industry. Rarely has any business been stricken with such a grievous public relations problem. Creative management dug down for an old idea to answer a new problem.

Filter tips, used in Europe since the early 1920's, were the main weapons of the counteroffensive. New packaging and sizes also played an important part in the hard-hitting advertising of the manufacturers. As a result sales for this year will be 4 percent ahead of the previous best year in that industry.

More than ever, drycleaning needs that same type of creative thinking. New slants on route selling, packaging, employee selection offer unlimited opportunities for greater profit. Yesterday is of small concern. Tomorrow holds forth fascination and excitement for our young industry. Opportunities unlimited are knocking at our doors.

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information.

Awarded



THE PARENTS INSTITUTE

Commendation Seal

After careful testing, NU-PRO and NU-LUS products have been awarded seals by the laboratory of America's leading home service magazine.

This award recognizes the quality of NU-PRO Products, and offers assurance of their superiority. It gives you a ready-made market of faithful customers who prefer, look for, and buy products that have this coveted seal.

**NU-PRO
PROCESS**

HYGIENIC CLEANING

- Hygienic cleaning that restores essential lubricants.
The odorless "Chargit" system effectively removes fiber-destroying soil, thereby prolonging the life of the garment. Garments look better, feel better, and wear better when hygienically cleaned with the NU-PRO Process.

- Solvent soluble sizing adds body and luster.

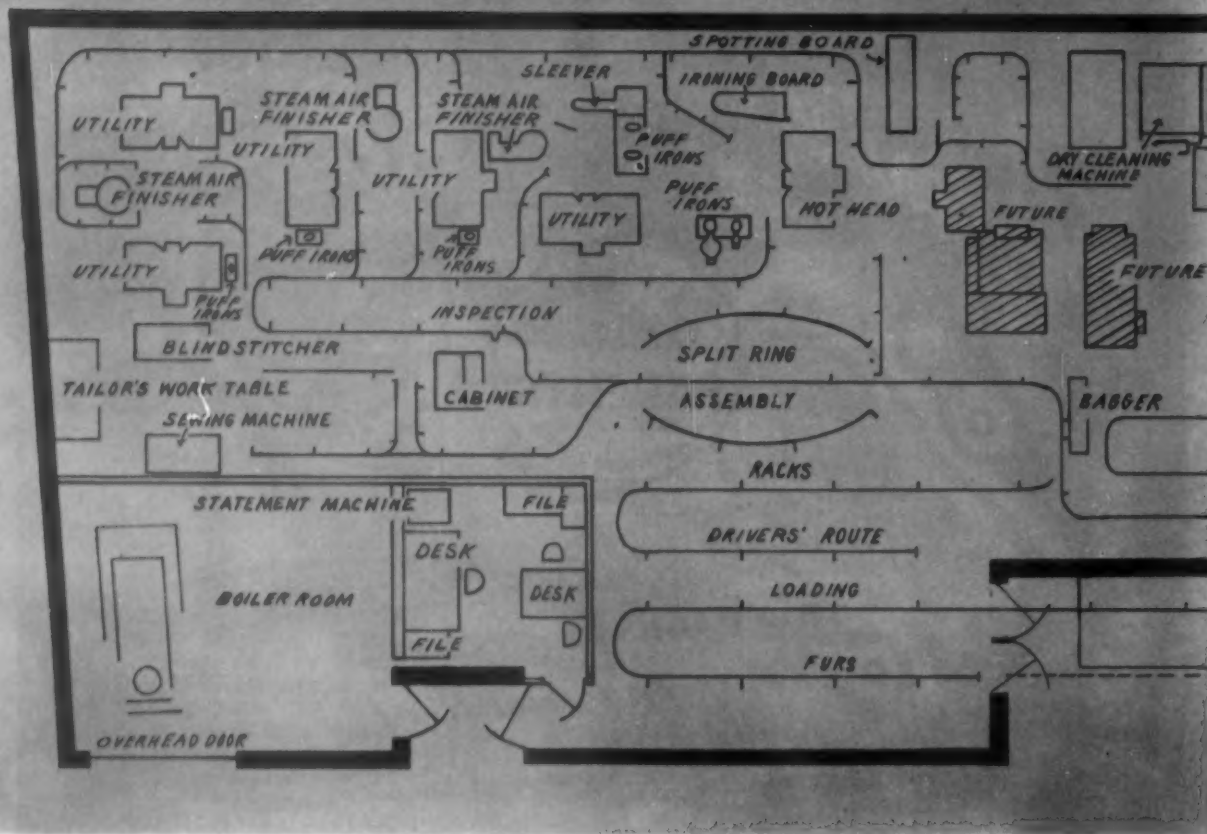
May be applied by spraying or immersion. It is light-colored, odorless, non-toxic, non-darkening, and free from development of rancidity. Gives garments body without excessive stiffness, hardness, or tackiness.

NU-LUS
fabric
CONDITIONER

For demonstration of products and information on NU-PRO'S dynamic sales program that sells for you, contact your NU-PRO distributor or write

NU-PRO MFG. COMPANY

2918 Washington Ave. • St. Louis 3, Mo.



LAYOUT of plant demonstrates good workflow, plans for expansion

The \$64,000 Question

Will it pay off? Confident cleaner invests in his future

By ARTHUR F. SCHUELKE

HERE IS A CASE where the Army goes the Marines one better. Mit Miller of Miller's Cleaners, Portchester, New York, has also bet \$64,000, except that it's his own money. There will be no luxurious convertible as a consolation prize for him unless he has guessed right. And then it will be due reward for courage and long-range planning.

Ever since Mr. Miller took over his

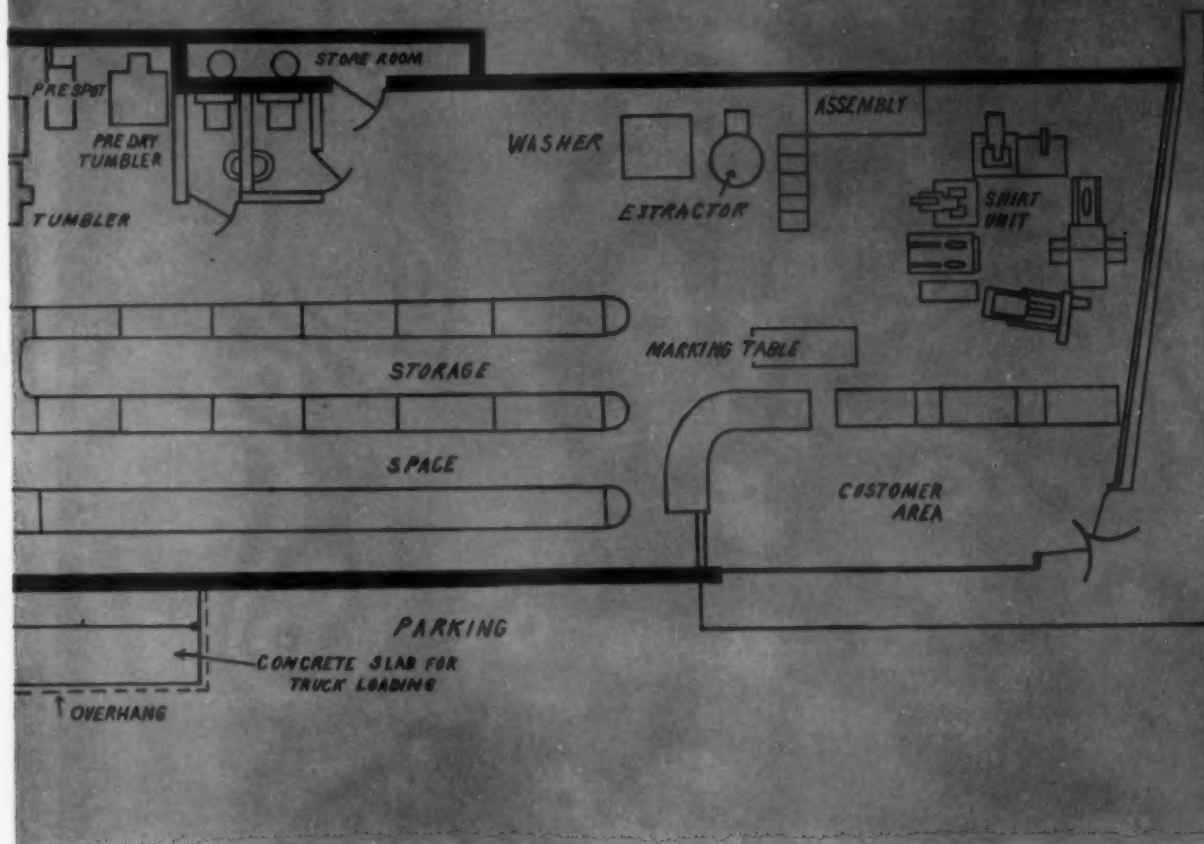
father's tailoring business in 1932 his establishment has suffered growing pains. His first move was to add cleaning and make that his main business. Tailoring is still a part of the operation, but represents only a fraction of his volume.

Miller's was a press shop operation until after the war. When Mit returned from service he installed his own synthetic cleaning equipment. In

1945 the plant did \$12,000 gross. Volume jumped steadily and by 1951 he enjoyed nearly \$100,000 annually.

All during this period Mr. Miller was adding on a few more square feet of floor space. Here and there, wherever convenient, a press was installed, an air vacuum. By 1953 the original plant had been enlarged a half dozen times and was full of partitions. Workflow was just a nice-sounding word to Mit Miller, his operation was a hodgepodge.

Business increased constantly as boom times continued. Top quality and personal service were Mit's stock in trade to stay on the bandwagon. This was not enough, as he was soon to learn. The year 1953 saw volume not only leveling off but dropping.



After steady progress, he was confronted with an 8 percent decrease.

Here is where Mr. Miller first realized the old-fashioned operation needed a shot in the arm. He spent \$21,000 on a remodeling job and on installing new equipment. He put into effect at that time a planned advertising campaign. Newspaper advertising was the backbone of his program.

Did it pay off? In one year's time Mit not only regained the 8 percent decrease but he added 12 percent increase over his previous best year. He was on the right track, but still had the same conditions in the plant handicapping him. A new layout had improved workflow to a degree but his space was still small. The partitions still blocked up the operation.

In spite of the \$21,000 investment, it was already time for Mr. Miller to make an important decision. He knew if he rested on his laurels the backward trend could return. While he had another 50 feet of land behind his plant for expansion, the task of rebuilding the front was costly. It seemed simpler to find a new location and start from scratch.

But land in Portchester, New York, is at a premium. In little more than

two square miles over 28,000 people live. There are another 8,000 living in the unincorporated fringes of the city. Mr. Miller investigated the possibilities of building on heavily traveled, historic Boston Post Road. But this doesn't cross the center of the city but lies on the extreme east edge, with Long Island Sound a few blocks away. The land between is heavily industrialized.

Desirable Location Kept

Mit surveyed his market and found his present location was not only near the geographic center, it was immediately adjacent to the best residential district. He knew that people within the upper-half income bracket bought most of the drycleaning.

Mr. Miller decided to scrap most of his \$21,000 investment and completely revamp his old location. Total cost, \$59,000. Original equipment and construction salvaged reduced the first remodeling costs to about \$5,000, or a total cost of approximately \$64,000 at this time.

An additional 2,100 square feet of floor space were added, giving the plant a total of 4,400 square feet. This

includes a boiler room, 15 by 17 feet, and an air-conditioned office 10 by 11 feet. The plant now has a frontage of 30 feet. The extra 10 feet, extending back approximately 90 feet, are utilized for car parking for patrons and truck loading. Additional parking space and use of a driveway of an adjoining auto agency are rented from the car dealer for \$35 a month.

After the first 90 feet, the plant broadens to a width of 40 feet, and this extends for the length of the building. A covered walk along the side of the building protects customers in inclement weather. It also permits dry loading of Miller's two trucks. Delivery volume accounts for nearly 65 percent of the gross.

This important part of the business is not being subordinated by the new convenient drive-in plant. Most of the route customers live in nearby wealthy suburbs. The drive-in plant will increase local area volume. New luxury apartments, with 144 units, are nearing completion within two blocks of the plant.

A shirt unit is an important part of the new operation. Previously Miller's Cleaners did not handle shirts. The finishing unit, placed in the front win-



REVAMPED CALL OFFICE. Full-length windows enhance open effect. Counters are ribbed-wood veneer, tying in with ribbed squares on ceiling

dow, has its usual fascination for the customers. It is a 2- or 3-girl unit, and is supplemented by an automatic folder and 25-pound washer.

None of the drycleaning equipment is over 18 months old. Air-driven presses are used throughout. Cleaning is done by a synthetic cleaning machine and a solvent reclaiming tumbler. The plans provide space for another cleaning unit and extra finishing equipment. A layout is shown elsewhere on these pages.

Room for Expansion

The entire operation is geared to handle better than \$200,000 a year. A new boiler of 50 hp. capacity, a 7½ hp. air compressor and an air vacuum of eight-unit minimum capacity tie in with long-range planning.

Work continued without interruption while the addition was built at the back of the plant. Only one week was required to do the major over-haul to the old building. The employees took one week of their vacation at this time, and business stopped.

At this time three partitions were removed and two new steel beams installed. The plant front was con-

verted to steel-beam construction, too. This was done with cantilever construction from one supporting column to provide for the overhang protecting the sidewalk.

As quickly as the demolitions operations were finished, carpenters, electricians and others were rebuilding. Mr. Miller acted as his own contractor and subcontracted the work to local firms. By the time the week ended, equipment had been moved and installed.

Admittedly conditions were far from ideal, but the customers were being satisfied. During the several weeks of work, Miller's newspaper ads kept the public informed of construction progress with actual photos of the work being done. Evidence that customers accepted this is shown in the fact that the volume for August was only \$400 below last year, in spite of the one-week closing.

The plant front was sheathed with aluminum sheeting. Picture windows running full length make up the front and side of the call office and shirt unit. New blacktop was laid for parking. Spaces for parking are indicated by diagonal white lines. Spaces are extra wide for simpler parking, and

ample room is provided for 10 cars at a time.

The ceiling of the protective overhang is made of stained wood veneer. This provides a beautiful effect. Interlocking squares are two different tones and are ribbed to give a rich look. The same treatment is carried to the ceiling of the call office.

Pleasant Interior

Flooring is provided by asphalt tile throughout the plant. Soft green on the floor and pastel walls of the same shade are at once restful, pleasant and give the plant a cool appearance. Lighting is provided by twin-row continuous fluorescent tubes.

Each of the divided counters has a garment hook. Counter tops are durable, glossy plastic. Front and side panels are ribbed plywood, as is the ceiling.

Garment storage is provided by a continuous slickrail, in a "U" shape. Garments are filed by number and are pushed forward so that the oldest orders are always at the front of the line.

Workflow is now excellent at Miller's. From cleaning it advances to the

"I urge you STRONGLY to do this"

Writes Dry Cleaner Morrow

Answering another dry cleaner's inquiry about Sanitone, Mr. Everett Morrow of Quincy, Florida, writes "I urge you strongly to secure this process if your plant can get it." He then wrote in detail about the superiority of the Sanitone process and the benefits his firm, Morrow Cleaners, had

derived from the backing afforded by Sanitone engineering—Sanitone national advertising, Sanitone local advertising helps and the periodical promotions which make good seasons out of normally bad ones. Sanitone has to be good to get a boost like that. But **THERE'S MORE...**



"OUR BUSINESS HAS DOUBLED"

Continues Mr. Morrow—



Sanitone

DRY CLEANING SERVICE

A Division of Emory Industries, Inc.
Carew Tower, Cincinnati 2, Ohio

**"And complaints
aren't 1/10th of what we
had before we put in
SANITONE!"**

Now—doubling his business in a town of less than 8000 means that Mr. Morrow has been recruiting new customers—and doing it steadily ever since he became a Sanitone licensee. That speaks volumes for the business boosting power of Sanitone National Advertising supplemented by intelligent use of Sanitone's incomparable FREE ad-mat series and the special promotions which have proved such amazing slump-busters over the years.

You don't double any business, however, unless you hold those new customers. Dry Cleaners like Mr. Morrow will tell you that Sanitone licensees have no worries on that score. They have the advantage of a definitely superior process with the added service of Sanitone engineers to help them get every possible benefit from that process. Get all the facts and you'll readily see why it's *better by far to sell Sanitone than to sell against it...* write today!

spotter, then to the finishers, who have through-the-unit work stations. After finishing, the work circles back to the inspector, and finally to the checker-bagger. Her station is arranged so the work goes on slickrails to the driver-storage area, or to the call-office line. Both lines start right at the point of bagging.

Wools are fed to the pressers by means of banana hooks, saving valuable floor space. Finishing is done on air-driven utility presses. Each unit has either a shoulder or mushroom puff iron and each two units share one steam-air finishing machine.

Silks are fed into two units on hangers. They are broken down into two separate categories, hard and soft. Any item requiring hand finishing or touch-up is classified as hard. This would include cottons, taffetas and satins.

This unit has a steam board with vacuum, steam iron, hothead press and fabric-head puff irons. The soft silk unit does all work that can be machine-finished, including wool sport shirts and sweaters. Equipment here includes a bag sleever, steam-air finisher, utility press and puff irons. The work to the two units is divided by the spotter who is familiar with fabrics and the kind of finishing required.

In addition to the two silk finishers, the plant personnel includes two pressers, one cleaner-spotter, one inspector who does minor repairs and one assembly-bagger. Other employees include two counter girls who also mark



SHIRT OPERATION is demonstrated by Mit Miller on opening day. Interested observers, left to right: Anthony Posillipo, town supervisor; M. A. Daugherty of *Daily Item*; Mayor Anthony Gioffre of Portchester. Mr. Miller himself built simulated stone wall at left

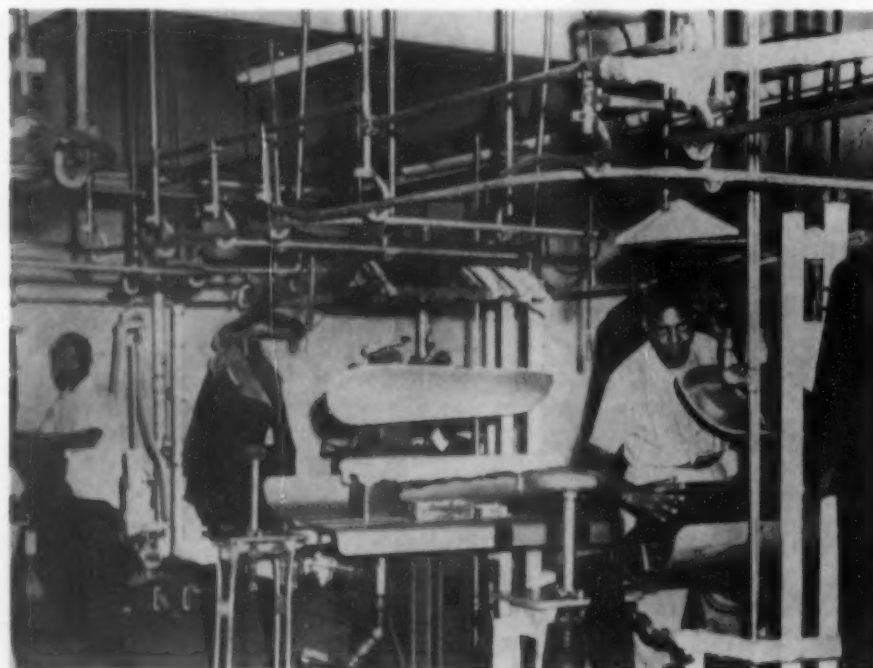
in work, one tailor, two shirt operators and Mr. Miller's brother who doubles as working superintendent and maintenance man. Mr. Miller fills in whenever needed. His bookkeeper, a porter, and two route salesmen complete the present crew of 18.

Mr. Miller feels that the addition of one man in the cleaning room, one wool presser, another shirt finisher

and an additional counter-assembly girl will enable him to handle an expected volume of \$4,000 weekly.

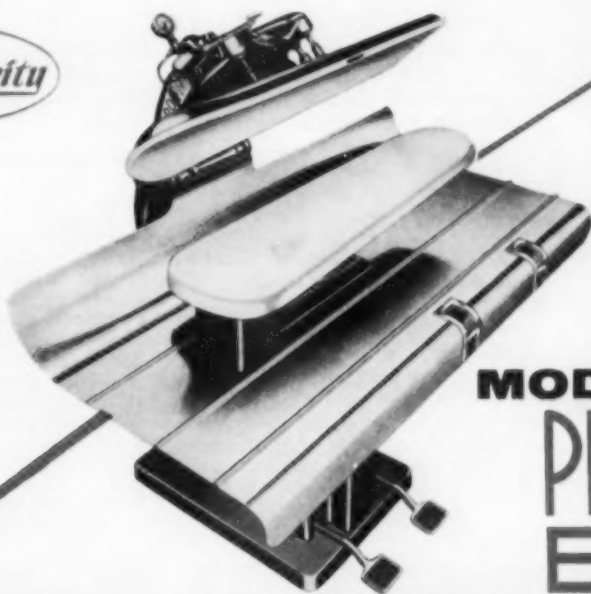
This is based on the firm's present prices, which are \$1.25 base, ladies' suits \$1.50, and no discount on cash-and-carry. Shirts sell for 21 cents cash-and-carry and 25 cents on the routes. Charge accounts are encouraged. Ap-

(Continued on page 40)



FINISHING DEPARTMENT is set up for through-the-unit production. Note slickrails and drop-off arrangement

PROSPER WITH



MODERNIZED
**PROSPERITY
EZD₅**

**GIVE TOP QUALITY FINISHING
WITH A NEW FEELING
OF SPEED AND EASE**

The *Only* PRESSES
that absolutely assure

**NO MOIRÉ
NO SHINE
NO STEAM MARKS
NO PUCKERING
NO FUSED OR
GLAZED SYNTHETICS
NO SEAM, BUTTON OR
ZIPPER IMPRINTS**

NEW HELP CAN QUICKLY GET
HIGH OUTPUT AND TOP QUALITY

A PRESS SO SAFE
AND EASY TO USE
THAT GIRLS CAN TAKE OVER

The PROSPERITY

AUTOMATIC PRECISION PRODUCTION TOOLS BY LEONARD
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS

Company Inc.

ESTD 1925

Main Office and Factory, Syracuse 1, N. Y.

Branches and Parts in Principal Cities



**MECHANICALLY
IMPROVED
AND**

20% Faster!

- Even, diffused top steam with controlled temperature and moisture content... synthetics cannot become fused or glazed.
- Smooth, positive control of bottom steam in any volume.
- Fastest operating head... smooth, quiet, vibrationless hydraulic check.
- Simplified air hook-up.
- Maintenance reduced to a minimum.

(Continued from page 38)
plicants for this service are requested to fill out a credit form. This seems to discourage deadbeats. Good credit risks are conditioned to such forms by their department stores. Losses are at a minimum. About 35 percent of the plant's over-all volume comes from charge business.

Promotion Not Overlooked

An extensive promotion launched the rejuvenated plant. More than \$1,500 was allocated to the first month's advertising. Of this \$725 was devoted to newspaper space. The balance went for window streamers, radio announcements and giveaways. Household items were given away ev-

ery half hour all during opening week. Drawings were made based on contest entry blanks filled out with each drycleaning order or with each shirt brought in for laundering.

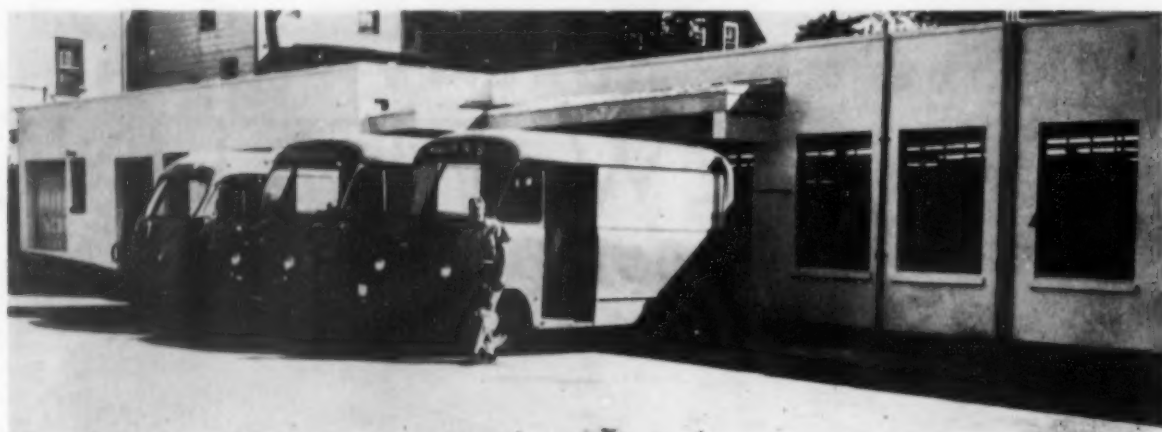
To stress quality, an additional offer was made of two shirts laundered free if any missing buttons were overlooked by the shirt unit.

Promotion on the routes has not been overlooked with the advent of the drive-in plant. Route salesmen continue to use plastic storage bags and booklets as door openers. Mr. Miller has compiled his own book on the story of drycleaning to stimulate interest in his firm.

The one-two punch of good route selling and convenient cash-and-carry service by quality drycleaning takes

the gamble out of Mr. Miller's \$64,000 question. It becomes a sure investment that should pay him big dividends. # #

During the war, Mr. Miller spent 32 months in the Army. After 21 months as a sergeant in Europe he came home to give a helping hand to his wife, who had carried on the business alone during his absence. His activities now include the office of president of the Portchester Key Club. He is a member of the American Veterans' Committee, Citizens' Advisory group of the Board of Education, board of governors of the High Ridge Country Club, B'nai Brith and the Elks.



REMODELED PLANT. Top: Side view. Black top provides parking for 10 customers in addition to plant trucks. Space was rented for \$35 from next-door garage. Bottom: Call office as seen from street. Large signs for building roof were not yet installed

ELECTRONIC DRYCLEANING

WITH
FORMULA 886

INSURES
CLEANLINESS
AND SAFETY
beyond the scope
of human skill

This ingenious process, which employs the Micelle Principle of Solvent Humidification, permits the garments to absorb precisely the same amount of moisture from the 4% charge as would be absorbed from the atmosphere if hung separately in an air-conditioned room at 70 to 75% relative humidity.

Controlled
micellar moisture
insures:

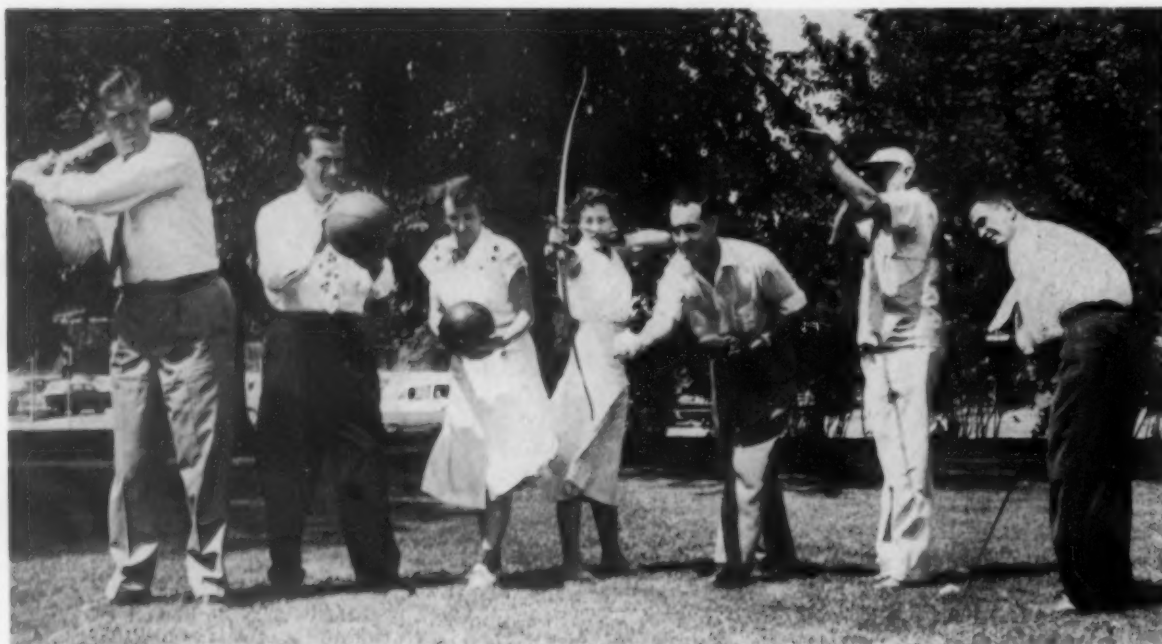
COMPLETE SAFETY • NO WRINKLING
NEAR ELIMINATION OF WETCLEANING
GREATLY REDUCED FINISHING COSTS

FOR COMPLETE DETAILS
WRITE FOR FREE COPY
OF FELLOWSHIP BULLETIN F-14

PUBLISHED BY THE
NATIONAL INSTITUTE OF DRYCLEANING

R. R. STREET & CO., INC.

561 W. Monroe St., Chicago 6, U.S.A.



PLANT-SPONSORED recreational activities build team spirit. Absenteeism, quits are reduced and better employees are attracted to companies with such programs. Photo shows seven different sports that are low in company cost, high in company benefits

Photo courtesy General Motors Corporation

Are Incentives the Answer?

Partially . . . but motivation requires more than money

By **ARTHUR F. SCHUELKE**

ARE YOU USING all available means to increase production and reduce labor turnover? There may be many other avenues open to you for more profit. Perhaps some intangible benefits for employees might have far greater effect than incentive rates.

Where local conditions permit, most plants have installed some type of incentive pay plan for production workers. Whether the plan is a point system, straight piecework or a cooperative group bonus, it has some value for the plantowner. But in too many cases it results in the tail wagging the dog.

Management often counts solely upon the extra dollars of pay to produce maximum efficiency, to keep employees happy. Actually, incentives

should be installed only after several other factors are studied and changed. There are other basic motivating factors, such as recognition and appreciation. Or possibly a new plant layout will pay bigger dividends than incentives.

We know of a case where a cleaner had an incentive plan in operation for a few years, and was very happy with it. Then he revised his layout. Good workflow and through-the-unit production skyrocketed production. To his dismay, his payroll also zoomed. Loose standards set up under the old layout did not fit the new situation. Poor conditions had been handicapping workers, and costing him real money.

He then had the problem of upping

production figures. New standards were installed to keep costs in line. Result? Some employees quit, and plant morale was at low ebb. Had he installed the improved layout first, equitable standards could have been initiated with little trouble. The layout would have given him equal production without the incentives he had paid for years.

Start With Good Selection

More basic than layout, incentives or even good personnel relations are the proper selection and training of help. Far too often the main qualification is "experience." Aptitude takes precedence over attitude. We have talked to hundreds of cleaners and

An extremely
important message
to users of

CONVENTIONAL PETROLEUM EQUIPMENT

You know that a 4% super charge cleans better than a mild charge.

You know that if all the 4% charge were left in the fabrics, too much non-volatile matter would remain after drying.

And you know that if the fabrics were cleaned in one washer with 4% charge, and then removed to another washer for rinsing in pure solvent, the cost in time, labor and equipment would be prohibitive.

STREET'S EXTRACTOR-RINSE PROCESS solves your problem. With your present washer and extractor, and with no additional transfer of fabrics, you may enjoy all of the advantages of the 4% super charge without leaving an excess of oily matter in the fabrics.

Extractor-Rinse not intended to rinse dirt

Some misinformed individuals have completely muffed the real function of the EXTRACTOR-RINSE. Haven't you heard comments like this: "The garments nearest the side of the extractor catch all of the dirt." Such reasoning is preposterous when considering the fact that garments removed from a full run in 4% are immaculately clean and completely free of dirt particles, all of which have been deposited on the 4% filter. In fact, other soap makers stop right there, and recommend conventional extracting and drying without further treatment.

The EXTRACTOR-RINSE is an added step for the sole purpose of diluting the oily matter left in the fabrics after cleaning. It is merely insurance against swales, streaks and spotting rings, and has nothing to do with the rinsing of insoluble dirt, every trace of which has been previously removed in the 4% solution and deposited on the filter precoat.

Proof that the Extractor-Rinse dilutes the 4% solution

Other prejudiced observers, piqued by the success of the EXTRACTOR-RINSE PROCESS in over 1200 of the nation's outstanding plants, tell you that STREET's method of spraying pure solvent into the fabrics during extracting does not actually dilute the 4% solution which remains in the fabrics after the initial extracting.

You can disprove this contention to your own satisfaction by simply testing the rinse solvent with STREET's S.S.S. TEST KIT.

Although most of the 4% solution is returned to the charged system during the initial extracting, approximately 2½ gallons of 4% solution remain in the fabrics for each 100 pounds of fabrics extracted.

Then, when the pure solvent is pumped through the spray unit, the valves are changed so that this solvent is diverted to the rinse system instead of the charged system.

Use of your test kit will disclose a rapid build-up of 886 in the rinse solvent, which proves conclusively that the EXTRACTOR-RINSE has served the intended purpose of diluting the 4% solution remaining in fabrics after the initial extracting. That is why we recommend distillation of approximately 17 to 20 gallons of rinse solvent for each 100 pounds of fabrics.

Staff of trained technicians at your service

The inventors of EXTRACTOR-RINSE employ a staff of technicians trained in this specialized field.

This staff enjoys the "know-how" and experience which comes from over 1200 successful installations in America's leading plants.

You may make a profit on this experience by asking STREET's to engineer an economical EXTRACTOR-RINSE installation in your plant.

STREET'S EXTRACTOR-RINSE

makes you eligible for

electronic

Conductivity Control...

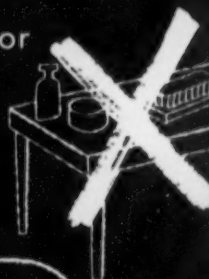
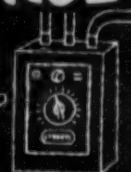
which in turn provides for

safe elimination
of wetcleaning...

which pays off in

more money
in the bank

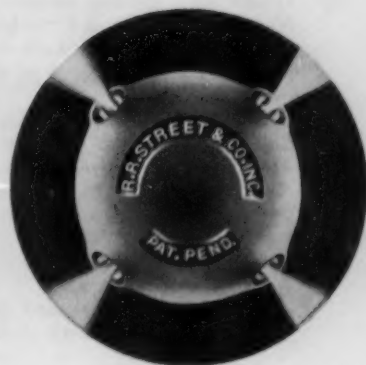
resulting from substantial
reduction in production costs.



GO MODERN

Install Street's
Extractor-Rinse
Spray Unit...

...dilutes the
4% charge
from cleaned
fabrics.



* PATENT PENDING

For details, write

R. R. STREET & CO. INC.

561 W. Monroe St. Chicago 6, U. S. A.



COMPANY-SPONSORED CAFETERIA provides low-cost hot meals. Morey-LaRue Laundry Company, Elizabeth, N. J., feels costs are offset by better morale, higher production

heard complaints that experienced help is hard to find. The reason is obvious. If a person has ability there is little reason to change jobs. That ability is already recognized by some other employer. He is paying that worker in line with competitive wages.

Further discussion with management usually reveals that the best workers in the plant are those trained in that plant. They learn to do a job the way that plant wants it done. There are no bad work habits to unlearn. To seek out only experienced help is like trying to take a free ride. The excuse given is that it takes too much time to train people. Perhaps the real reason is that the owner hasn't taken the trouble to study simple training methods.

Many successful plants have developed real training programs. Some use slide pictures that break down each step and point of an operation. Others have training manuals. (The NATIONAL CLEANER & DYER has complete courses in wool and silk finishing in booklet form available at nominal cost.)

Simple training methods are best summed up in the Job Instruction Training formula used by the armed services. The steps to follow are simple:

1. Prepare the Worker
 - a. Put him at ease.
 - b. State the job and find out what he knows about it.
2. Present the Operation
 - a. Tell, show and illustrate one step at a time.
 - b. Show the key points of that job.

3. Try Out Performance

- a. Don't interrupt needlessly.
- b. Encourage him and point out weaknesses.

4. Follow Up

- a. Put him on his own and taper off coaching.
- b. Let him know how he is progressing.
- c. Assign someone of whom he can ask questions.

Preparation of the worker begins at the hiring interview. Genuine interest in the employee's personal life doesn't cost a cent, but it pays real rewards. Has he (or she) a family? How many children? What hobbies? Where born? These are just a few points that are easy for the new applicant to answer. Questions of this nature will add to that new person's sense of belonging to the organization.

Similar interest should be shown by the trainer on the first day of work. Rest periods should be explained, work hours, lunch periods, location of rest rooms and the timeclock should be covered before actual training.

If the company has insurance benefits, vacation policies or outside recreational activities they should also be explained. In other fields, it is amazing how many applicants ask whether bowling teams or other sports are part of management's interest in the employees.

Someone should be assigned to look after the new employee during the first days of work. A companion at lunch can add immeasurably to a new worker's feeling of security.

Actual training should find the new worker alongside the teacher. The novice should be in the same relative

position to the work as his instructor. This may seem a simple thing, but it is important. If the new man stands opposite his teacher, all work motions are reverse. It tends to multiply the problem of learning.

Each step should be covered slowly with a verbal explanation as well as actual demonstrations. Every step has key points. For example, just how the trousers are picked off the work cart, where they are held, how they are placed on the press. All these points add to faster learning.

After a step-by-step explanation, the employee should be given the opportunity to demonstrate for the teacher. This should be done with a minimum of interruption. Words of encouragement at this point are life-blood for the beginner. Not until the instructor feels the worker knows should the employee be put on his own. Even then, someone nearby should be assigned to help with unusual problems that might arise.

Follow-up by periodic supervision will complete the training program. Follow-up not only serves as a double check for management on employee progress, it gives the worker more assurance that his efforts are being noted and appreciated.

Employee Recognition

Appreciation is one of the most important subconscious drives that motivate all of us. Since management gets results only through other people's efforts, this trait must be understood. Further, people must be treated as individuals. Unfortunately, there is no set pattern that applies to all of us. There is a formula that will serve as a general guide in dealing with most employees. Covered by Job Relations Training, the points are as follows:

1. Let each worker know how he is getting along.
 - a. Figure out what you expect of him.
 - b. Point out ways to improve. ("Let's try it this way.")
2. Give credit when due.
 - a. Look for extra or unusual performance.
 - b. Tell him while it's "hot."
3. Tell people in advance about changes that will affect them.
 - a. Tell them why, if possible.
 - b. Get them to accept the change.
4. Make the best use of each person's ability.
 - a. Look for ability not now being used.
 - b. Never stand in a man's way.

(Continued on page 48)

"New equipment not necessary"

The above theme song is currently popular with drycleaning soap manufacturers.

Each takes the position that there is something peculiar about his soap which requires no new equipment.

Actually, all drycleaning soaps on the market may be used without the purchase of new equipment.

Use of conventional equipment with no-rinse formulas affords the easy way out for the soap maker who is not staffed to render technical service while introducing the advanced methods.

"Make more profit with new equipment"

The above has been STREET's recommendation since March of 1952 when 6 pages of paid advertising in *National Cleaner & Dyer* were devoted to the advantages of the combination washer-extractor unit.

Since that memorable release in March of 1952 the sale of washer-extractor units has been stimulated beyond our highest expectations.

STREET's shall continue to encourage the purchase of new washer-extractor units because the balance sheets of recent purchasers clearly indicate that such action is the surest way to added profit for the cleaner.

when you buy automatic equipment

Sooner or later you are certain to purchase one of the new washer-extractor units.

When the time comes be sure to observe the following:

1. Insist on the model which is designed specifically for the two-bath method.
2. Get the manufacturer's assurance that there can be no pocketing in valves, traps or pipelines which would permit dilution of 4% solution by rinse solvent, or contamination of rinse solvent by 4% solution.
3. Place your order for two-bath equipment with complete confidence that 4% 886 with CONDUCTIVITY CONTROL will pay big dividends, as proven so conclusively in many hundreds of plants since March of 1952.



561 W. Monroe St., Chicago 6, U.S.A.

HOFFMAN'S COMPLETELY NEW.....AND
that assures most successful drycleaning operation.....



Complete information on the history-making Hoffman "Gold Dividends" program is being mailed to every drycleaner in the country. If yours has not reached you, call your nearby Hoffman distributor, or write us direct.

EXCLUSIVE BUSINESS-BUILDING SERVICE

.....ready now from your Hoffman distributor

- | | |
|------------------------------------|---|
| 1 Locations | 8 Advertising and publicity |
| 2 Zoning and permits | 9 World's finest, most complete equipment line |
| 3 Store designs | 10 Convenient terms |
| 4 Recommended contractors | 11 Guaranteed parts |
| 5 Complete layout planning | 12 Authoritative advice |
| 6 Employees | 13 Accessory equipment |
| 7 Store and route promotion | 14 Exclusive Hoffman distributor |



U.S.HOFFMAN MACHINERY CORPORATION

105 FOURTH AVENUE, NEW YORK 3, N. Y.

(Continued from page 44)

Application of these steps of training and managing can do as much as the most liberal incentive plan to improve plant morale. There are other items to help retain good employees, the industry's most important asset. Some take a little careful thought and perhaps even an investment.

But at today's wage rates, in a few years the average employee represents an investment of \$10,000 or \$15,000. When a plantowner spends that much on a piece of equipment, a lot of planning and careful analysis are used. Personnel is our most important commodity. The same care should be used here.

Many plants issue a periodic news bulletin or house organ. While this may seem to be suitable only for large firms, we know of cases where crews of less than 10 people receive this benefit.

Communications can be maintained through many channels. Since employment records include birth dates, it is simple to send birthday cards to each employee. Similarly, when management personnel takes trips for vacations or conventions, a postcard sent back to the plant can mean much to the workers.

Good Working Conditions

One essential item for staff morale is good housekeeping. Leaking steam lines, empty boxes and dirty floors are not conducive to high-quality output by the workers. Clean walls and ceilings, pleasantly painted, can add greatly to morale. Even though it is almost a taboo subject, unclean rest rooms are all too prevalent. They add nothing to loyalty and good personnel relations.

Plant lighting and ventilation come into the picture, too. Power companies are glad to survey plant lighting conditions free of charge in most cases. They are professionals who can make recommendations that will reduce employee fatigue. Their suggestions often improve work quality as well as speed up production.

Ventilation is a must. Cooling is becoming more and more important, and is gaining acceptance throughout the industry. There are several manufacturers producing equipment designed specifically for the problems peculiar to drycleaning and laundry operations. After all, if we are concerned with solvent and tumbler temperatures, how can we forget the human beings who work for us?

Whenever possible, lunch facilities add a great deal to employee satis-

faction. If there are a number of employees, tables accommodating four persons are ideal. People want some measure of privacy, and they can thus eat with a few select friends. Even smaller plants should make some provisions for eating.

Good Equipment and Workflow

Of course it goes without saying that the workers should be furnished equipment that will enable them to do a top job. This ties in with layout. Each employee should have enough equipment to complete a task without too many wasted steps. It should be kept in good condition with preventive maintenance to avoid costly shut-downs.

A weekly check by management on the condition of press pads, steam valves and traps serves two purposes. Small problems are corrected before they become major. It also indicates to the employees the interest management has in their individual performances. Another line of communication is maintained between employer and employee.

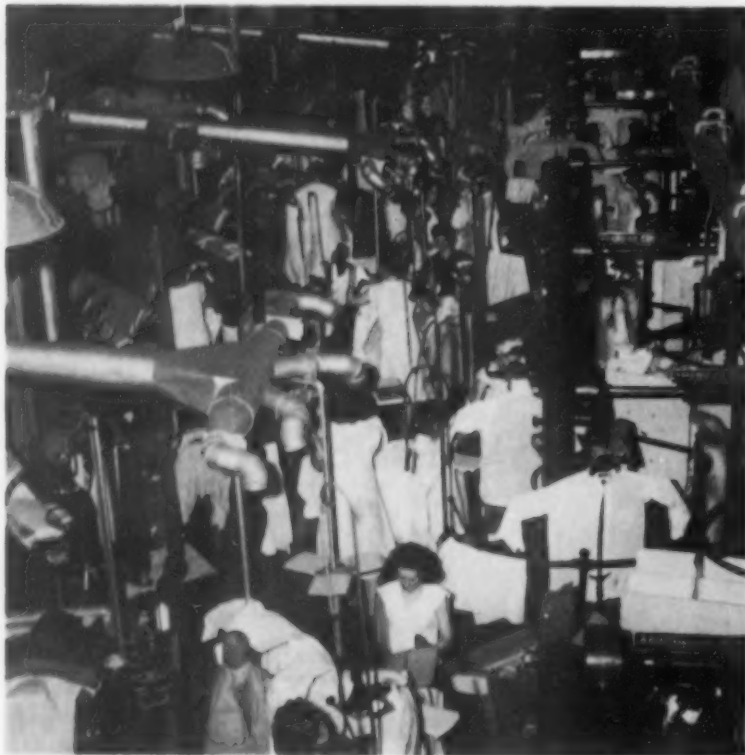
Some type of lot system can add immeasurably to more production and simpler operation. There are all types—based on marking tickets, numbers of bundles, pieces, pounds, and many others. The subject is too broad to include here but will be covered in an early issue.

What most lot systems do is to expedite the workflow in the plant. They help in planning work schedules and plant hours. More importantly, if they are any good, they take the peaks and valleys out of production. Employees are not buried under excessive loads one time, and coasting without enough work another.

If we were to place in their order of importance the factors contributing to greater production and more profit, this would be our selection:

1. Careful screening and hiring (inexperience preferred)
2. Adequate training
3. Employee recognition (good working conditions)
4. Proper layout and equipment
5. Balanced lot system
6. Incentive pay plan

Several plants utilize all these tools. Many more have adopted some of them. An untold number are practicing only one or two at most. If an increasing group tries the top five items, the sixth will assume its proper role, the frosting on the cake. # #



VENTILATING SYSTEM also cools each work station. Individual ducts and separate damper controls provide for maximum comfort of each operator

Collect Extra Dividends

FROM YOUR ALTERATION WORK

with a U. S. Model 518-2

Does the Work of 2 Machines

Blind Stitches Perfectly on ALL Materials!

NO LABOR PROBLEM HERE

Perfected Especially
for Dry Cleaners



U. S. Model 518-2 eliminates expensive labor costs, does fast, beautifully finished work on every type of material — no experienced operator needed.

HEMS

skirts, dresses, coats, coat linings, cuffs, draperies, curtains

REINFORCES

trouser seats, knees, etc.

SEE THE U. S. FIRST!

You'll be mighty happy later.

**U. S. Model
518-2**

USE ONLY GENUINE U. S. NEEDLES.



U. S. BLIND STITCH MACHINE CORP.

312 Seventh Ave.,

New York 1, N. Y.

LAck. 4-9144



TWO-LANE drive-through, inner lane 10½ feet wide, outer 15½, protected by 20-foot canopy. Supports are 5-inch-diameter steel posts mounted in 3½-foot-wide concrete island. Rubber conduit-type signal rings bell inside when car passes door on either lane. Note burglar-proof steel bundle drop left of entrance. There is another at curb in front; both are spotlighted at night. Note also jail-type windows on right wall.

Making a Safe Drive-In Investment

Plans for site and building provide for possible expansion or division in future

IT IS NOT ENOUGH to select a tested location, put up a drive-in cleaning plant, open with the customary fanfare, and hope that you can pull in enough business to pay reasonable returns on your investment. That, at any rate, is the theory of C. C. Hotelling, for the past 25 years a dry-cleaner in Portland, Oregon.

Several years ago Mr. Hotelling opened a new drive-in plant on a main thoroughfare leading to downtown Portland. Before buying the lots he made traffic studies of the available locations, compiling comparative morning and evening counts.

The location Mr. Hotelling selected was on the right side of the

highway going downtown. He was able to buy a corner location where a street turned off to serve a large residential area. He was given reasonable assurance from city planners that no "freeway" plans were being made. If later such a plan were considered, the turn-off street leading to the heavily populated section would practically



MAHOGANY-FIXTURED store and office are 15 feet deep, 21 feet long. Louvers at top of glass-and-mahogany partition are light green. Customer hides opening for passing garments at counter.



SECOND OPENING, air-terminal baggage type, is in front of bundle-drop chute—used at counter during day. Many customers tag own bundles, drop them here instead of waiting. Swinging door can be left open or closed. Bar makes it harder for children to climb behind counter.

MORE and MORE DRY CLEANERS

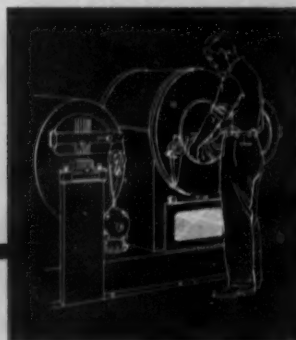
Prefer...

**SHELL
SOL**

for fast general work

**SHELL
SOL 140**

where high flash point
is required and
low odor counts



Both

are approved and listed by the
National Institute of Dry Cleaning and
Underwriters Re-Examination Service.

SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



guarantee a freeway turnoff at the drive-in corner.

Planning Stresses Flexibility

Mr. Hotelling's first step was to employ the services of a good architect who was experienced in business construction. This expense he considered as essential as the cost of a plate-glass front or the installation of new equipment. Even if the dry-cleaner does most of the planning, as he did, a good architect will save many times his fee.

The following are some of the features planned and built into Hotel-

ling's Drive-In Cleaners, which the owner feels guarantee him a safe investment:

1. The building, which has a 52-foot front and extends back 40 feet, has three rear doors, and three small rooms which can be used as restrooms. These could be rented out if it should be found necessary in the future; businesses requiring small floor space pay high rentals in this area.

2. All window frames at the rear and along both sides of the building are "institution retension type," with steel bars set into poured concrete. These make the building practically

burglarproof except for the plate-glass front or the doors.

3. The building is reinforced concrete throughout, with an unbroken concrete floor. The steam, water and air lines in an 18-inch-square tunnel below floor level run across the front, except the part occupied by the store and office; along both sides, and across the rear of the building. In case it is ever desired to convert the property into several rental rooms, this tunnel can be used to bring plumbing and heating lines and electrical conduit to each unit.

4. At one side of the building is a double door, with extra height. The opening is sufficiently large to allow bringing in any piece of drycleaning or finishing equipment, uncrated. The door would serve also for bringing in any special equipment in case the building were divided and rooms rented.

5. Plant ceiling lights are so arranged that in case of division into three rooms, there would be a ceiling fixture outlet and ceiling fixture running from front to rear through each unit.

Other advantages include sufficient space on each side and at the rear for substantial building expansion; sufficient front parking space to allow for the removal of the concrete canopy and substitution of angle parking in front; and a 140-foot frontage, which allows considerable elasticity in working out approach and departure lanes.

Steady Volume Rise

All of these extra facilities, planned to insure owner Hotelling against loss on his investment, appear to be guarantees that he will not need. The first month the drive-in was open it averaged \$400 per week. Two months later this was increased to \$600; the next ran just under \$800 per week, and it looked very much as if a weekly volume of \$1,000 would be reached by the end of a year.

This volume climb has been accomplished without any opening advertising. The only promotion expense was for dressing up the front of the building, and for having some cards printed which were placed at neighborhood motels and restaurants and used as pocket stuffers on coats leaving the plant. Nor is there any credit expense, as all business is cash-and-carry.

"A good location," Mr. Hotelling says, "fast service and plenty of it, convenient drive-in facilities, and a lot of attention to quality. We are finding out that this is a pretty good insurance policy, too, for making a safe drive-in investment." # #



Old-Fashioned Marking Tags

are as outdated as marking with a....

QUILL PEN

Today, you need **PRE-MARKED STRIP-TAGS**

to multiply your profits by cutting marking & checking costs to 50%

SAY "GOODBYE" TO:

- Transposed Numbers
- Ink - Stains - Damage
- Garment Loss Claims
- Illegible Numbers
- Eye - Strain
- Messy Pads & Machines

10-BRIGHT COLORS!

Lot (unit) Numbers
1 to 40 in each color.

400 COLOR-NUMBER COMBINATIONS-

\$3⁵⁰ BOX (COLORS) **\$3³⁰ BOX (WHITE)**

1000 strips to the box-
6 tags to the strip
(numbered 001 to 1,000)

Also remember **TOKEN-TAGS**

FOR SPECIAL INSTRUCTIONS

6 VIVID COLORS one for each department

20-separate instructions

Let Token-Tags do it right, the first time

*For Best Results-
use both tags
together!*

PRE-MARKED STRIP-TAG CO.

3232 INDIA ST., P.O. BOX 2430

SAN DIEGO, CALIFORNIA

Consult your distributor or write us direct!



...1 of America's 2 BEST
WATER REPELLENTS!

NOW! GUARANTEED WATER REPELLENCY with NO STIFFNESS!

Proven time and again by plants in every part of the country. Proved procedurewise, profitwise, by public demand, **ZEL-TEX** water repellents! Ask your distributor for

the facts on **Zel-Tex**! He'll tell you that among all other water repellency processes, old and new, **Zel-Tex** is taking the lead. Now acknowledged one of the 2 finest!

AMERICA'S TOP TEST LABS GIVE ZEL-TEX HIGHEST SPRAY RATING!

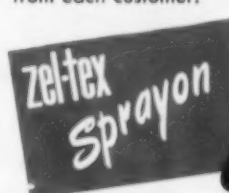
All things considered, simplicity of use, time involved, results, cost per garment, more cleaners are turning to **Zel-Tex**! **Zel-Tex** Thermofilm or **Zel-Tex** Sprayon as the water repellent they can depend on. The best they've ever used!

Build your silk department the **Zel-Tex** way. Silk garments are given new body, a spot resistant finish that guarantees you premium prices. In today's competitive market it's good business to give more to each customer and get more from each customer.



for petroleum
plant spray or
dip method.

A concentrated water repellent for use where drying facilities are available. Requires no pre-heating, mixes with equal parts solvent for spraying, before placing in drying cabinet. 5 parts solvent to 1 **Zel-Tex** for dipping.



for synthetic
plants and
press shops.

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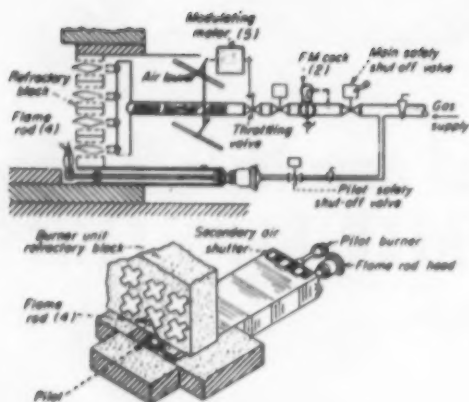


FIG. 1. Recommended automatic lighting device for gas-fired packaged boiler shown in arrangement above. The vital elements are labeled

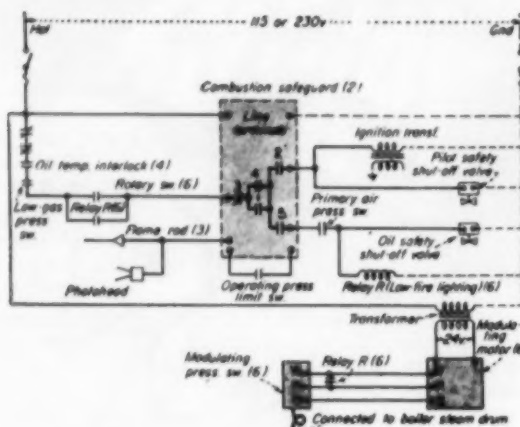


FIG. 2. Electrical circuit of Fig. 1, so necessary to complete automatic control, indicates complexity of wiring and premium that must be placed on maintenance by skilled personnel only

How Much Control for Packaged Boilers?

By JOSEPH C. McCABE

SOME TIME BACK the engineering division of the Association of Factory Mutual Fire Insurance Companies called public attention to the potentially hazardous situation arising out of the widespread desire for fully automatic packaged boilers. The danger, as the engineers saw it, arose from the complicated protection systems installed on these units. Accordingly they drafted a set of recommendations for both oil- and gas-fired designs.

At a recent meeting of the American Society of Mechanical Engineers in Milwaukee this problem of intricate controls was the subject of an open discussion following a series of papers on automatic packaged boilers. There were many in attendance who felt the idea of fully automatic operation had been carried too far and several "horrible examples" were cited.

Some of these examples brought to

mind the abuses of the days when safety valves were lever-operated. Frequently the lever arms were either weighted down or tied down because the operator was annoyed by the safety valve's popping off when he felt it shouldn't. Apparently the same manner of thinking still prevails in some plants. Elaborate controls are either strapped down or deliberately short-circuited, according to some reports, because the equipment operators interpret frequent automatic shutdowns as failures of the automatic device rather than as a warning of a fundamental defect.

But to our way of thinking the problem goes deeper than the dangers that are presented by isolated, deliberate abuses. The functions of the controls on any automatic unit run the gamut from the straightforward tasks of the low- and high-level water alarms to the rather intricate role of sequential

or programming combustion safeguards. The upkeep and general maintenance of such equipment require a broad range of skills and a high degree of understanding of the underlying functions. Bluntly stated, these requirements go way beyond the ability of the personnel in many smaller plants. Therein lies the most telling danger.

Obviously, some set of recommendations is in order. The ideal source for such information would be the engineering societies. We have seen the effectiveness of their suggestions on boiler construction and safety devices and this seems like just one more area for them to cover.

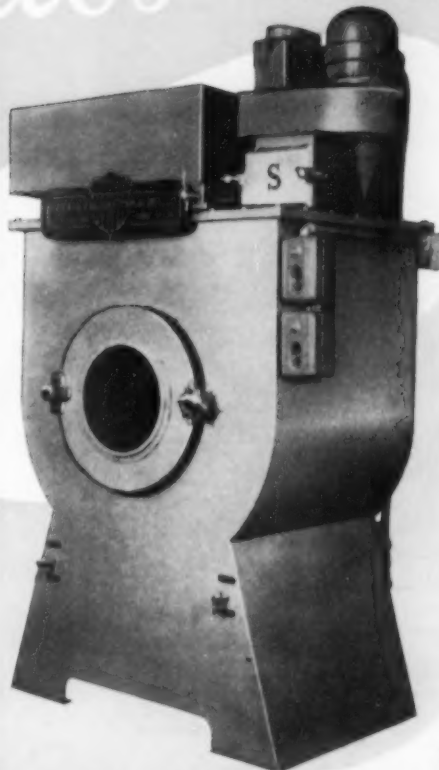
From our findings the following recommendations seem the best available at the moment. We must bear in mind that one of the chief appeals of a packaged boiler, in addition to space saving, is its ease of operation. The

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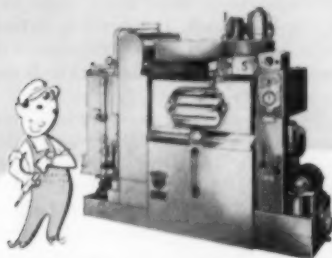
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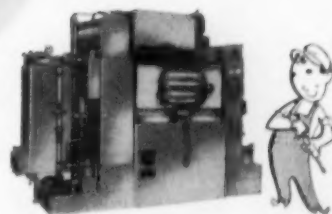
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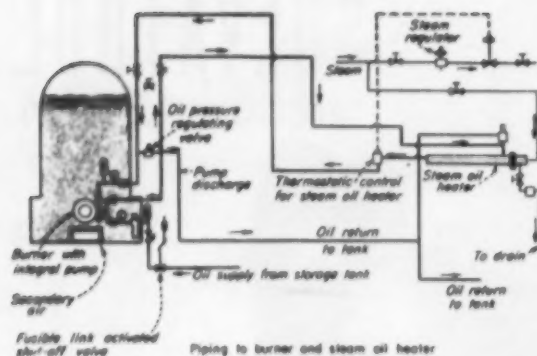


FIG. 3. Piping requirements to equip oil-burning boiler for automatic operation are no simple matter; a willful shut-off at a regulating or by-pass valve can render safety devices inoperative

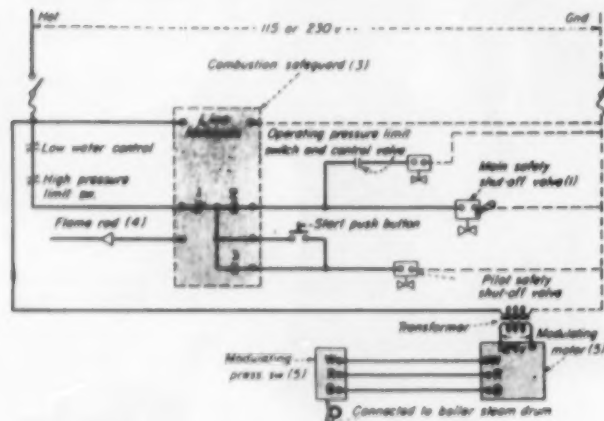


FIG. 4. Electrical safeguards to make Fig. 3 a working system are pictured in the sketch above

following suggested controls will retain this operating feature yet assure safety.

The Major Factors Involved

A number of factors tend to complicate the selection of control equipment and safety devices, especially if you want them to suit exactly the requirements of all potential users. As a matter of practical fact you can't build into each unit what the individual owner wants in each and every respect. To do so means custom engineering of each control system and that entails the loss of all the advantages the purchase of a standardized product should give. Manufacturers accordingly offer packaged control systems in standard, performance-proven combinations of the various components.

These standard assemblies recog-

nize the general restrictions imposed by local codes and ordinances, as well as insurance regulations. The other more individual details such as initial and operating costs, nature of plant load, type of fuel to be burned, and degree of training of maintenance personnel have to be worked out with the equipment owner. Here you can run into trouble.

In spite of the apparent complexity of selection when weighing the relative importance of these special operating details and the controls they impose, the problem may be reduced to three basic decisions. The manufacturer of packaged boilers aims for a control package made up of a balanced combination of these three factors, fundamental to all control and protective systems, for oil-, gas- or combination oil-and-gas-fired packaged steam generators:

1. Flame safeguard. Should it be automatic or semi-automatic?
2. Limit controls. How many should be used?
3. Combustion controls. Should they be positioning or metering?

These three factors are discussed below in terms of comparative advantages and the limitations for overcontrol.

Flame Safeguard: The fundamental purpose of the flame safeguard is to shut down the fuel supply pouring into the boiler furnace if the flame goes out. When you realize there are really only two danger periods when oil- or gas-fired furnaces can explode, and one of these has to do with loss of flame, the importance of the flame safeguard is evident.

These explosion periods cover a good share of the time when the furnaces should be getting the most attention. They begin with lighting-off and carry over to light load firing. The first is entirely within the protective province of the flame safeguard and the second partly so, with its remaining protection coming from the boiler's combustion controls.

The fact that the flame goes out in the boiler is no hazard in itself. Rather the danger is that more fuel coming in or the unburned fuel left behind in the furnace will combine with the air already there to form an explosive mixture. The truly effective flame safeguard then does more than cut off the fuel input. It sets off a certain sequence known as a programming cycle that affects the entire firing cycle.

There are a number of flame-failure safeguards. Quick-acting electronic devices of the "flame-rod" type with gas, or "photoelectric" with oil or "lead-sulfide cells" with either fuel help if properly used. The *flame-rod* suffers from this limitation—it cannot sense unburned gas during lighting off but it can see a pilot flame. The *photoelectric cell* has to have a luminous flame to operate at all. The *lead-sulfide cell* reacts to the infrared light and is turned to the optimum frequency for infrared rays from either gas or oil flames—about 15 cycles per second. No flame, no infrared ray output—and the boiler firing mechanism shuts down.

Here is the sequence of firing operations that react to the flame safeguard's beckoning:

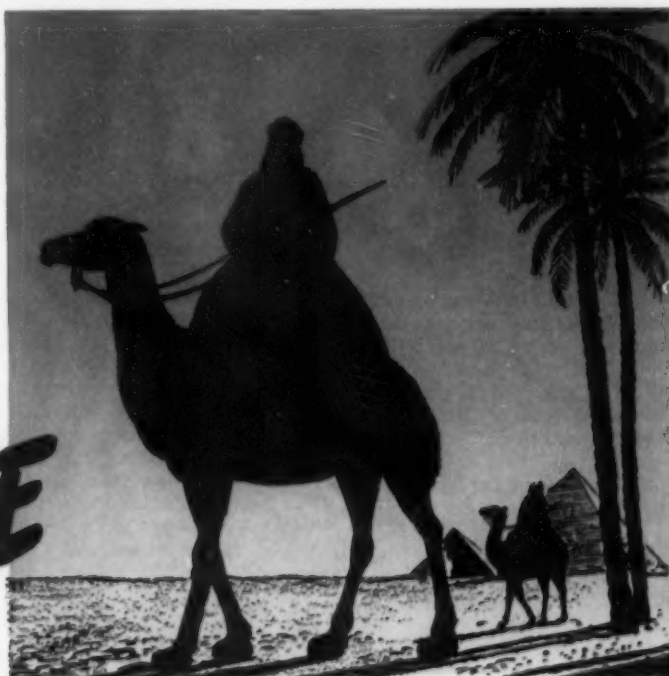
1. Start cycle on steam demand. That means there is low pressure or no pressure on the steam drum so the following steps can begin.

2. Start forced-draft fan. This

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purges the furnace with air-fan dampers open to let air blow through and clean out any unburned fuel left behind from the last operation.

3. The air and oil flow controls drop back from starting openings to low-fire position.

4. The gas pilot ignites by high-voltage spark.

5. The gas pilot flame is proved. That means the pilot light burns at least 20 seconds before Step 6 can take place.

6. The main burner is ignited from the gas pilot, just like your home oil burner.

7. The gas pilot is shut off. The main flame is on so there is no sense in wasting gas fuel.

8. The main burner flame is proved. See Step 5 above.

9. The control is released from low-fire position, so more fuel can be pumped in if steam demand warrants.

10. On flame failure, the main burner shuts down or the steam system demand is limited.

11. With air-fan dampers open, the furnace is completely purged by blowing air through the unit with no fuel being supplied.

12. Stop forced-draft fan.

Flame-safeguard controls with the automatic recycling feature perform all the above functions without the assistance of a boiler operator.

On the other hand, controls arranged for semi-automatic operation require that an operator push a button to start the cycle. The forced-draft fan is also controlled manually. The semi-automatic system incorporates two time-delay relays: one prevents ignition until the furnace has been properly purged, and a second shuts off the gas-electric igniter after the recommended trial-for-ignition period (Steps 5, 6, 7, 8 above). This means allowing the main burner to operate for 15-20 seconds before the pilot light shuts off.

A table of advantages for each of these systems—automatic or semi-automatic—follows:

Semi-automatic:

Shows lower initial cost and less maintenance.

Reduces loss in boiler pressure when changing oil guns by consolidat-

ing purge cycle (forced-draft fan continues to run).

Encourages operator familiarity with equipment by requiring some manual operations.

Each light-off is operator-supervised.

Frees operator for maintenance duties as permitted by local regulations, although he should be in range of alarm which indicates burner outage.

Automatic:

Permits "infinite" load variation by recycling automatically at loads below burner turn-down range. This means at the flow level where oil burners are so starved for fuel they "spit" like a hungry automobile engine.

Frees operator for maintenance duties as permitted by local regulations. He must, however, restart burner on flame or extended power failure.

Specific requirements of any proposed application, when evaluated in terms of these factors, should readily indicate whether the proposed control system should be specified as automatic or semi-automatic.

Limit Controls: The second decision in the selection of the most suitable control-system components involves the limiting controls. These may be defined as controls that limit or govern variables in the steam-generating process to insure safe operating conditions. Thus a control that automatically stops the burners when boiler-water level drops below a safe minimum is classified as a limit control.

When considering this type of control the major decision is quantitative rather than qualitative, for it concerns the *number of controls* that must be applied.

Apparently the interests of safety would seem to indicate that the maximum number of limit controls should be integrated into the control system. Experience, however, shows that an excessive number of limiting controls often brings about annoying and sometimes dangerous operating conditions.

All mechanical devices including controls have faults and, therefore, possess an inherent nuisance factor. Thus the greater the number of limit controls we include in a given system, the more we multiply the possibility of nuisance shutdowns. Again, a multiplicity of limit controls increases the difficulty of locating the one faulty control and thereby increases the nuisance outage time.

Many boiler operators, faced with recurrent nuisance shutdowns caused by overlapping or superfluous limit controls, will in desperation lock the offending control device in the "safe" position. All too frequently the entire limit system is voided thereby.

So the decision concerning the number of limit controls to apply resolves itself into achieving a balance between maximum safety and minimum nuisance. Fortunately, the standard control systems available with packaged steam generators include all the limit-control components required by the approving bodies and, in the great majority of cases, the local ordinances. These systems exclude those devices of which the functions overlap and the contribution is minimized by their nuisance factor.

A typical standard limit-control system for an oil-fired installation contains equipment as follows:

Low-water cut-off—stops burner when boiler-water level falls below safe operating level.

High-pressure limit switch—stops burner when boiler-steam pressure exceeds preset value.

Low-fire start device—prevents light-off unless controls are in minimum-fire position.

Low-oil temperature interlock—stops burner when oil temperature drops below preset safe minimum for proper ignition.

Forced-draft-fan interlock—prevents burner ignition unless fan starter is energized.

Atomizing steam interlock—prevents oil valve opening unless sufficient steam pressure is available to properly atomize the oil (for steam atomizing burners).

Purge and ignition timing have been covered by the flame-safeguard equipment under the first major decision. To complete your decision on limit controls, you need only to study the combination of controls offered in various manufacturers' standard steam-generator packages and ask these questions:

Does my proposed setup need any additional controls?

Will these additional controls have any overlapping functions?

Will the additional protection offered by any extra control device be neutralized by its nuisance factor?

Those variables not intimately connected with steam-generator safety should be kept separate from the steam-generator control system. For instance, water-treatment alarms and fuel-storage-tank level alarms are excellent operational guides. But they should be installed as separate systems and not tied in with burner controls.

The best guide in answering the limit-control problem is: *Keep devices to the minimum compatible with operational safety.*

(Continued on page 60)



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(Continued from page 58)

Combustion Controls: We can now consider how best to maintain the proper firing rate and fuel-air ratio during the firing cycle. In simple words, this means how can a control be set up over the amount of fuel burned so it becomes less as the need for steam drops or increases as steam needs rise?

Matching firing rate to steam demand, handling load swings while maintaining substantially constant steam pressure, and providing optimum fuel-air ratio at all firing rates are the answer to this requirement and the reason for including combustion controls—the final component in the integrated control package.

The first decision on this score relates to the means of making the combustion controls work—whether it should be electric, pneumatic or hydraulic. The general practice is to use the manufacturer's standard, as he has carefully integrated the combustion controls with the flame-safeguard and limit controls. Variation from this standard usually involves additional expense, delayed shipment and extra start-up time.

Some additional factors to consider are: initial cost, installation cost, operating expense, simplified maintenance (unit replacement where possible),

special operating conditions and limitations.

The primary design question involved here is whether the combustion controls should be positioning or metering.

In considering which of these types of control shall be applied to the proposed installation, remember three main points:

1. The principal basis for selection is operating economy as balanced against first cost.
2. No control can provide better combustion conditions than the controlled components permit.
3. A combustion control system, regardless of its cost and features, is only as good as its initial adjustment and continuing maintenance permit.

A *positioning system* consists primarily of a pressure-sensitive master controller, which simultaneously positions the air and fuel feeds. For the air it regulates a forced-draft-fan-louver drive and for the fuel a control valve. The master senses changes in load demand and sets fan and oil valve so air and oil are admitted to the furnace in the proper proportions.

Careful adjustment of this control

should furnish CO₂ test readings within one-half of one percent of the best readings possible by precise manual setting. This type of control is usually the least expensive. It has the additional advantage of being adjustable over as wide a range as the controlled components permit.

Metering controls which are, in effect, refinements of the above type, have two categories—full metering and semimetering:

1. In the full-metering system, a pressure-sensitive master positions the fuel-oil control valve to adjust firing rate to suit steam demand.

Combustion air flow is also measured and its measured differential pressure repositions the fan-louver control to compensate the combustion air flow so as to maintain a preset fuel-air ratio.

2. The semimetering system differs from the full-metering system in that the tip of the oil burner itself is used as the oil-measuring orifice and the resulting measured pressure is not directly balanced against air flow. This system, therefore, lacks some of the advantages of the full-metering system.

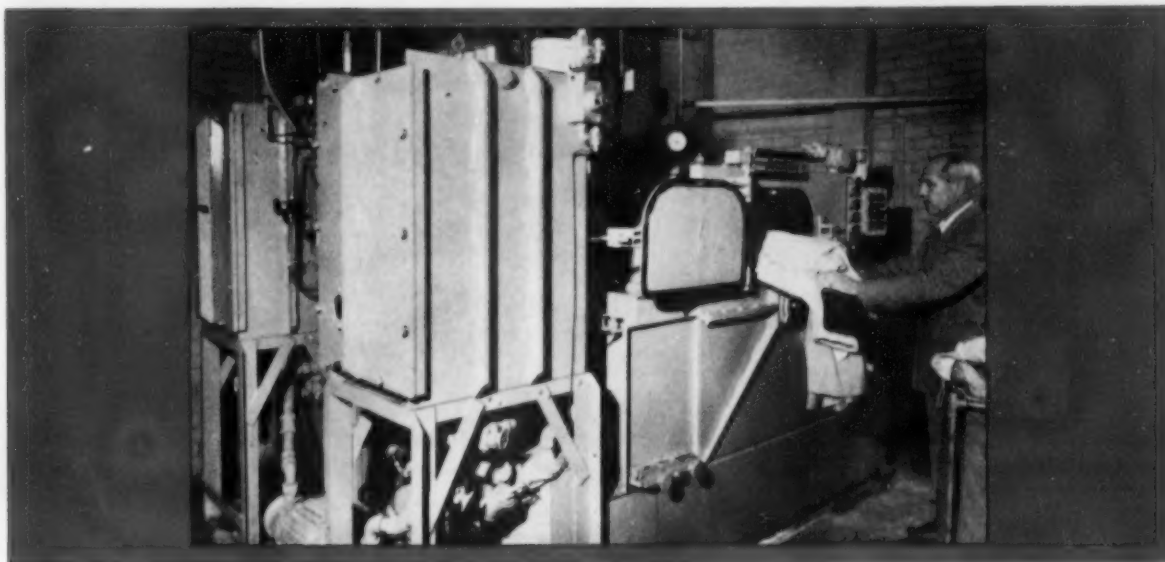
In choosing between metering and positioning combustion controls, the first and simplest design criterion is the nature of the plant load. Let us assume we have a steam generator that is off the line during the two night shifts, as in the usual drycleaning plant, and carries normal operating load only four hours of the 8-hour day shift. Further, this unit carries an extremely low load during the other four hours of the day shift and recycles frequently during those hours. It would be difficult to justify the cost of a metering combustion control for this unit since the controls would be effective for only one-sixth of the potential operating time.

On the other hand, if we consider a generator that is required to produce normal to peak ratings 24 hours per day with 90 percent availability for the year, it becomes almost essential to calculate savings that might accrue from using a metering system. Unless actual cost data from similar installations are available, efficiency increases must be assumed. Representatives of the control manufacturer should be consulted before making this assumption.

Other considerations that require more complex treatment are operating flexibility, maintenance required, availability of service engineers, functional safety. These must all be examined in the light of the particular make of control that is being considered. # #

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Atmosphere Is Many Things

Rhode Island plant remodels with employee comfort in mind . . . and discovers direct ratio between working conditions and quality service

By **ROGER GANEM**

WHEN EMPLOYEES REMODEL a plant, something more than a physical change takes place. This psychology will help Edgewood Cleaners, Warwick Avenue, Lakewood, Rhode Island, increase its business 50 percent to \$120,000 annually, in the opinion of owner Henry Menard.

The business establishment becomes a second home, the work is no longer drudgery and the uplifted morale is contagious. It means greater efficiency with greater profits, Mr. Menard has found. No layout selling is necessary

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Edgewood Cleaners has no problems with persons who call for clothes without presenting a duplicate slip. In a registry book on the counter the customer is asked to enter his name, address and the articles left to be cleaned. The counter girl adds the slip number from the office copy and the order is filled. This eliminates the headache of customers "swearing" they never received their garments, as often happens when friends or members of their families call for the orders.

Edgewood also removes all tags before giving garments to the customers. It is felt that clients are happy not to have to remove the stapled tags themselves.

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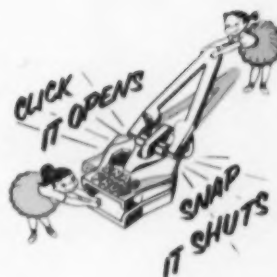
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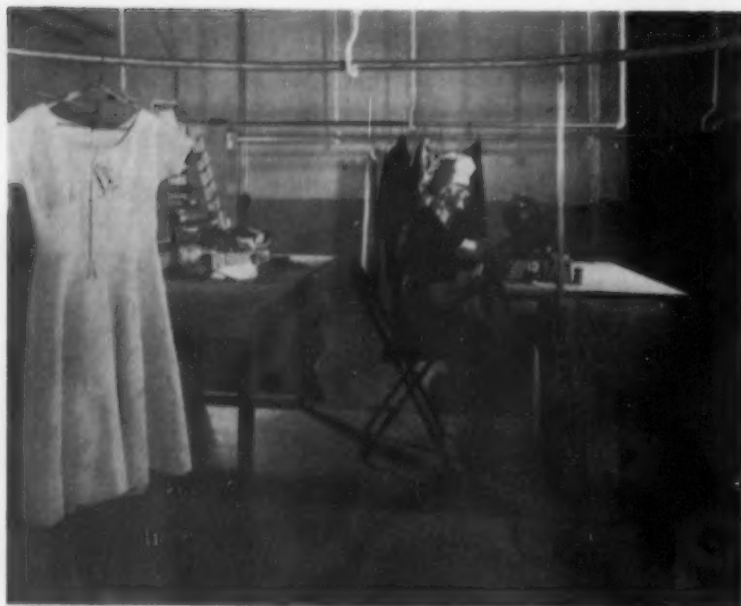
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LESS-FATIGUE, MORE-PRODUCTION philosophy of Edgewood expansion is exemplified by raised platform and slickrail arrangement in repair department

erated by the presses, the tumbler and other equipment was unable to escape. Fans did more harm than good, and Edgewood Cleaners suffered a loss of key personnel year after year.

The L-shaped addition with its flat roof includes eight side windows, a 12-by-12-foot overhead door in the rear, and a 12-foot ceiling, spray-painted but otherwise left unfinished for ventilation purposes. The exposed crossbeams serve as air ducts. A 3-foot fan located within the hip roof draws the hot air up and out of the building through a newly installed louver. Result: Plenty of fresh, cool

air to make working easier. Added result: Not one person has left the employ of Edgewood since the addition was completed in June 1955.

Larger Building, Same Machinery

The expansion increased the plant size 62 percent. This provided more working space for the employees and better placement of equipment, each according to the wishes of the workers.

The front alone was extended 22½ feet. Customers can look into a large, new picture window and see a synthetic cleaning machine with a still and filter, a reclaiming tumbler, spot-

ting board, three puffers, a sleeve, one combination 42-inch head press, one 42-inch and one 45-inch press, a steam-air form, a shoulder puffer, a cuff brusher, an air vacuum for the three presses and an electric sewing machine. With the exception of the sewing machine, all are lined up near the eight side windows. The enlarged plant also includes two restrooms, an 11-by-22-foot boiler-storage room, a spare scrub table, extractor, washer and sink.

The location of the ironing board is a notable variance in the equipment setup. Originally scheduled for placement behind the presses, the board was moved around when the employees discovered their shadows would fall on the garments being pressed.

Further evidence of careful planning with the employees in mind can be noted in the repair department. The woman doing inspecting-repair is seated on a raised platform to allow her to reach for garments without having to stand. Her work is considered so important that she commands a substantial salary. (Edgewood does all minor repair work without charge. It also replaces buttons, brushes out pants cuffs, cleans pockets, and puts plastic bags on sweaters and blankets. The repair department plays an important role in these services.)

Layout Speeds Production

Another problem pondered over by both management and labor was how to keep the workflow running smoothly in all departments while *six separate inspections* are made on each garment. This was solved through a serpentine arrangement of 191 feet of continuous slickrail. Now the marker, the spotter, the finisher, the inspector, the assem-

INSIDE VIEW of 2,000-square-foot addition shows ample room without wasted space. Note no shadows fall on garments being checked and pressed. Light from double row of fluorescent tubing gives perfect shade balance. Owner Henry Menard is making one of customary six inspections



Is Your Business Competing

With The

SUPERMARKET?

for "extras" like these...
YOU CAN DO BETTER AT DRYCLEANER

... because our buyers again made a special purchase for you and it's one you'll want to take advantage of the very next time you visit us. Just in time for storing away your winter clothes...

Seven "NO DUST"
Garment Bags

only **79¢**

Each set includes...

3 suit bags
3 dress bags
1 sweater bag—
(the outer bag)



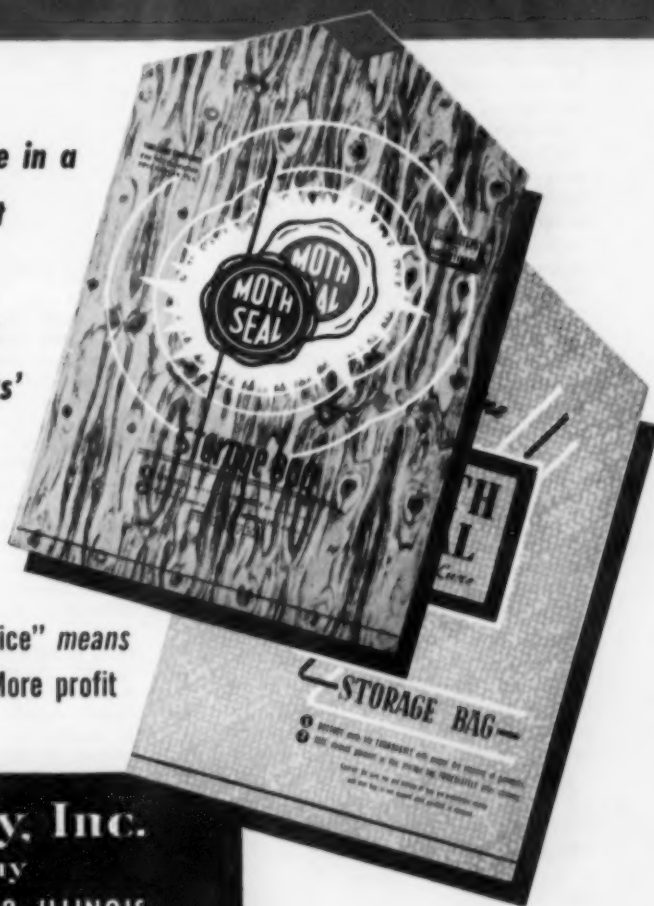
MR. DRYCLEANER...

when you offer a reusable
garment bag, you are competing
with the grocery and variety store
that sells these bags!

* Reproduction of an actual supermarket newspaper ad

BUT... when you package in a
non-reusable **MOTH SEAL** Garment
Storage Bag, offered exclusively
by dry cleaners, you are properly
protecting your services, customers'
garments, and bidding for
another dry cleaning job.

Moth Seal "Profit-Plus-Protection Service" means
a plus for you and your customers! More profit
and additional cleaning business.



Lincoln Bag Company, Inc.

Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

Serving the Thinking dry cleaners of America

bler and the counter girl can each check all garments without causing a bottleneck in any one of the departments.

The call-office space was increased 40 percent and now measures 26 feet in length and 11 feet, 5 inches in depth. Thus the wishing pool, which attracts a multitude of persons of all ages, does not hinder service.

The counter is finished in knotty pine and measures 13 feet in length and 29 inches in width. Two 5-foot partitions separate the call office from the cleaning department and the marking desk. The partitions are also of knotty pine.

Four storage racks with an alphabetical listing are 4 feet behind the counter and 30 inches from each other. A separate side-wall bin serves to store blankets and shirts.

Color Scheme Reduces Eyestrain

The light fixtures and color-scheme design were planned around employee comfort and customer relations. A continuous row of double industrial fluorescent 96-inch tubing brightens the entire 3,200-square-foot building. The fixtures in the production departments cost \$300.

The company installing the lighting also furnished the color pattern at no extra charge. To ease eyestrain, a pale mint green covers the ceiling and the upper half of the walls. A rose-color paint was sprayed on the lower half of the walls, and the tile floor is a pleasant maroon.

Edgewood, with nine employees including a part-time girl, is located near the Providence Airport in the Lakewood section of Warwick. Lakewood is a rapidly growing community with a population around 50,000. Warwick Avenue is heavily traveled by motorists bound for shore points from one direction and for Providence from the other.

Edgewood has a branch store some two miles from the main plant. Located at the junction of Broad Street and Warwick Avenue, this drop station is doing so well that two competitors are waiting to purchase the option should it ever be dropped, Henry Menard related. This store accounts for approximately 20 percent of Edgewood's annual volume.

The main plant, which charges nothing for delivery but offers a 10 percent savings on cash-and-carry at the \$1.25 price, has withstood the threat of six competitors who have opened three stores and three plants within three miles in the first six months of 1955.

Apparently the confidence the employees have in their plant is more than matched by that of Edgewood's customers. # #



THE COST of this tropical garden with healthy foliage and rock-surrounded waterfall was absolutely nothing, owner said. "The \$600 is an investment."

The Wishing Pool

The idea for the pool in the call office at Edgewood Cleaners was obtained during a visit to California in 1947. A smaller pool, seen by owner Henry Menard in a roadside gift shop, produced the thought that resulted in this attraction-getter.

The display features a 6-foot waterfall surrounded by a garden of tropical plants, including a growing fig tree and a multicolored croton, liberally interspersed with Spanish moss and driftwood. The garden is 11 feet in length and its width tapers from 9 feet near the wall to 6½ feet. The rocks are held in place by a small amount of cement. The plants are kept fresh and healthy with a daily water spray from a hose attached to a pipe behind the pool.

The pool was built by a horticulturist in three days. The water depth is kept at 8 inches, although there is a 4-inch evaporation per week during the summer months. The same water—less evaporation—is kept in use by means of a circulating pump concealed in the rocks and powered by a ¼ hp. motor. The pump draws the water through a pipe placed 3 inches from the bottom of the pool. The pipe is screened as a protection against clogging. The electricity and water consumed are negligible, Henry stated. Constant reference is made by customers to the amount of water used.

The customers and the curious who come into Edgewood Clean-

ers invariably toss in coins and make wishes. Teenagers stand near the pool and throw in money without any outward display of emotion, but their crossed fingers give them away. They take wish-making seriously, and some have actually told Henry, "Mine came true!"

At the end of each month, the money in the pool is collected and given to charity according to the customers' votes. The leading organization will get the first month's proceeds, the second-place charity the second month's, etc.

The pool is illumined at night. A yellow-lensed spotlight automatically timed to cut out at 11:00 p.m. is centered on the waterfall. This and flashing neon signs attract hundreds of visitors who thrill to the impressive after-dark view.

Persons whose main interest is in gardening inquire about the health and freshness of the tropical flowers; others accompany regular customers or make special trips and special wishes. Lollypops and comic books are given to the children.

The pool—and the plant—recently received public attention during the first annual Warwick Festival which attracted 100,000 spectators. Edgewood was the only Providence cleaner to enter a truck in the week-long pageant.

"Our regular customers mention the pool to their friends, and they in turn drop in for a look-see," says Mr. Menard. "No one comes in without bringing some clothes!"



CHECK

the many features and
advantages offered by

HUEBSCH

DRY CLEANING TUMBLERS

- ✓ **SAFETY FEATURES!** Standard equipment includes explosion hatch... double-fused steam extinguisher valve... explosion-proof motor... padded ribs... static electricity steam spray... grounding connection.
- ✓ **OPEN-END DESIGN** assures fast, efficient loading and unloading.
- ✓ **STEAM COILS** of latest fin and tube construction.
- ✓ **NEW, EASILY OPERATED DAMPER** for regulating air temperature.

- ✓ **OVERSIZED PARTS** designed for added strength and long wear.
- ✓ **LOW IN COST** and economical to operate.
- ✓ **SIMPLE, EASY-TO-SERVICE.** All parts easily accessible.
- ✓ **CHOICE OF ANY COLOR** at no extra cost.
- ✓ **CHOICE OF FOUR SIZES:** 36" x 18", 36" x 24", 36" x 30", 42" x 42".

*Ask your jobber for complete details, or
write directly to*

HUEBSCH MANUFACTURING COMPANY

3775 N. Holton Street • Milwaukee 1, Wisconsin





Mr. Dry Cleaner: **DON'T BE MISLED!**

Automatic Humidity Controls, whether Adco's or others, can only add uniformity to your operation.

The Detergent is the Thing!

The detergent you use determines whether you get uniform "Top Quality Results" or uniform mediocre results from the cleaning done in your plant.

KNOW WHAT YOUR CLEANING RESULTS ARE!

How to check the quality of your cleaning!

1. Send in test swatches at regular intervals . . . **COMPARE RESULTS.**
2. Check your filters, pumps, solvent levels, overloading washers, and tumblers, correct classification of clothes, etc.
3. Check your solvent for correct percentage of soap as well as correct fatty-acid content, regularly!

*YOUR ADCO TECHNICIAN KEEPS PERIODIC CHECKS ON ALL OF THE ABOVE FOR YOU!

new, water-white,
TRIPLE-X DRI-SHEEN

shows better than 100% higher, water-soluble soil removal than the old, dark-colored Dri-Sheen!

Reason . . .

NEW WATER-WHITE DRI-SHEEN HAS MUCH GREATER DETERGENT CONTENT PLUS BEING UNUSUALLY SOLUBLE . . . THIS ADDED SOLUBILITY ENABLES YOU TO USE CLARIFICATION POWDERS AND DARCO REGULARLY IN YOUR CHARGE (EVEN THE 4% CHARGE) WITHOUT REMOVING APPRECIABLE AMOUNTS OF SOAP! THIS MEANS THAT THE WATER USED IN YOUR CHARGE STAYS "CLEAN" AND UNCONTAMINATED . . . ASSURING YOU OF NO REDEPOSITION OR GREYING.

Adco, Inc., SEDALIA, MO., U. S. A. • Manufacturing Chemists since 1906

Remember...

DIRTY WATER in your charge cannot be rinsed out by any amount of the purest solvent! Therefore you must keep your charge clean!

Results.....

BRIGHTER, CLEANER, DRY CLEANING!

Now...with

water - white

TRIPLE-X DRI-SHEEN

**YOU CAN USE CLARIFICATION POWDERS AND DARCO WITH YOUR CHARGE!
TO USE CLARIFICATION POWDERS AND DARCO WITH THE
"OLD TYPE DARK CHARGES", WAS NOT ECONOMICALLY
POSSIBLE AS AROUND 30% OF YOUR DETERGENT WAS
REMOVED BY THEIR USE.**

**MAKE ADCO PROVE THIS BY DEMONSTRATION IN YOUR PLANT AT ADCO'S EXPENSE!
RUN TEST SWATCHES ON YOUR PRESENT DETERGENT, THEN RUN SWATCHES ON ADCO'S
TRIPLE-X DRI-SHEEN.**

**TRIAL ORDER BILLED ON 60-DAY TRIAL BASIS. ADCO TECHNICIAN WILL DEMONSTRATE
IN YOUR PLANT... GUARANTEED BETTER RESULTS OR NO COST TO YOU!**

Swatch tests...

SWATCH TEST FURNISHED BY N. L. D. to all N. L. D. members. If not a member of N. L. D. ... Test Swatches can be had from Anderson Pritchard Oil Corp., 31 North Summit Street, Akron, Ohio, and Stanfest Service, Standard Oil Company of California, San Francisco 28, California.

**FILL OUT
AND MAIL
CARD FOR
TRIAL
DEMONSTRATION**

ADCO INC., SEDALIA, MISSOURI

Please Send Me _____ gallons of XXX Dri-Sheen
freight prepaid.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Adco pays freight on 10 gallons or more.

10 gal...\$4.05 30 gal...\$3.90 55 gal...\$3.85

Mr. Dry Cleaner:

THIS CARD IS YOUR PASSPORT TO
BETTER CLEANING, BIGGER PROFITS
THROUGH ADCO'S FABULOUS NEW -
w a t e r - w h i t e

~~TRIPLE - X DRI - SHEEN~~

GUARANTEED BETTER RESULTS
OR NO COST TO YOU -

MAIL IT NOW! 

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

First Class Permit No. 6,

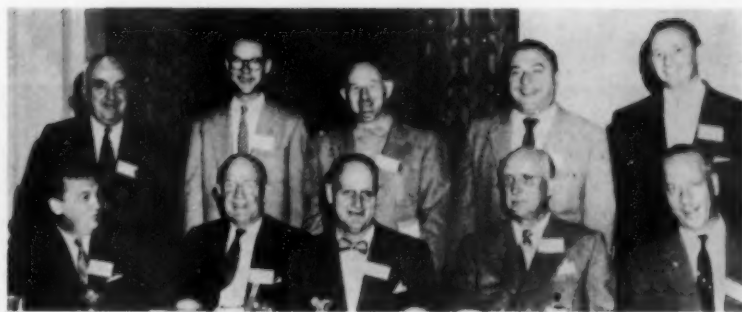
Sedalia, Mo.

ADCO, INC.

Manufacturing Chemists Since 1908

SEDALIA, MISSOURI, U. S. A.





OLDTIMERS and executives, left to right, seated: L. Mendelson, past president 1949-50, life member, founder; G. Langley, life member, founder; J. H. Gibson, first president, 1948-49, life member, founder; A. H. Ellis, president 1955-56; J. H. Owen. Standing: D. H. Currie, managing director; W. W. Haire, founder; J. Snitzer, past president 1952-53, founder; H. Fotheringham, past president 1954-55; R. L. Ronson, first vice-president, 1955-56

Toronto Meeting Honors Founders

SPECIAL PRESENTATIONS honored founders of the Dry Cleaners Institute (Ontario) Limited at the group's seventh annual convention held at the Royal York Hotel, Toronto, September 19-20. Each was presented with a combination billfold, calendar, telephone directory and memo book bound in leather and suitably imprinted.

Honored were: J. H. Gibson, Gibson's Cleaners, Toronto; George Langley, G. Langley's Ltd., Toronto; R. C. Clarkson, Parker's Dye Works, Toronto; A. Baker, Baker Bros. Limited, Toronto; J. Snitzer, Century Cleaners, Toronto; Wally Haire, Haire Bros., Toronto; William Bunting, Vail's Systems, Toronto; Jack White, White & Sons, Toronto; Al Taylor, Taylor's Service Stores, Toronto; Ir-

ving Zaid, formerly of Cheeseworth's, Toronto; Ernie Salter, Reliable Cleaners, Hamilton; Lou Mendelson, Maple Leaf Cleaners Limited, Toronto.

Elected president at the meeting was A. H. Ellis, Lindsay Cleaners, Lindsay. He succeeded Harry Fotheringham, Fotheringham's, Hamilton, who joined the Advisory Council.

Other members of the executive committee are: R. L. Ronson, first vice-president; K. Gillard, second vice-president; L. J. Gibson; A. J. Rivard; C. Blume; A. Lloyd; Ab Smith; J. Whaley; Bert Owen; H. Yateman; J. White.

Chairman of the Advisory Council is J. H. Gibson. R. C. Clarkson is vice-chairman. Other members are L. Mendelson, H. E. Wambold, J. Snitzer, R. H. Feasby, Harry Fothering-

ham, G. Langley, A. Baker and Roy Williams.

The Board of Governors consists of the Advisory Council and the Executive Committee members as well as Walter Warren, I. C. Dornan, Murray Wagg, and Al Wright.

D. Hartley Currie, managing director of the Institute, assisted by John Dillon, commented on the growing prestige of the drycleaning business and the Institute. He pointed out the increasing enrollment in and success of graduates of the School of Dry Cleaning Techniques sponsored by the Institute at the Central Technical School, Toronto.

Eric Hardy discussed the problem of insurance for members of the Institute. He commented on the considerable savings and complete insurance coverage against loss accorded members, which few companies, acting as individuals, had been able to secure previously.

The convention led off with a talk by Frank Hurd of R. R. Street & Co. Inc., on "The Safe Way To Reduce Productive Labor Costs." NID slides were used to illustrate references to moisture and temperature controls.

The breakdown of wages in a plant doing \$1,500 a week was the subject of a talk by Harold Goldman, Excel-sior Machinery Company. Mr. Goldman, in discussing "Methods, Tools and Plant Layout Lead to Job Elimination and Greater Profits," analyzed every job in the plant and gave the expected production per job.

Following somewhat the same plan, but with a different approach with figures applicable to any size operation, William White of NID spoke on, "How Many for How Much?"

Stories and anecdotes on shortcomings in the sales approach of the average drycleaning plant were covered by R. F. McDonald, Eaton Chemical and Dyestuff Company, in his discussion of "Sales for More Profit."

A dinner and dance followed a cocktail party. # #

Topflight New York Program

THE 1955 FALL CONFERENCE of the New York State Launderers & Cleaners Association Inc. attracted 200 persons to the Otesaga Hotel in Cooperstown, on September 30-October 2.

The conference sessions got under way Friday night with the Young Management Forum consisting of plant executives from the Mohawk Valley District and the Southern Tier

District. Moderator Donald S. Hall, chairman of the state association's Young Managers Committee, introduced the following panelists: Willis B. Daily, Jr., Oneonta Family Laundry, Oneonta; Robert M. Costello, Lincoln Laundry, Utica; Samuel De Luca and Edward Hoffman, Custard & Kistler Laundry & Dry Cleaning, Elmira, and John L. Skelton, Loohn's Cleaners & Launderers, Hornell.

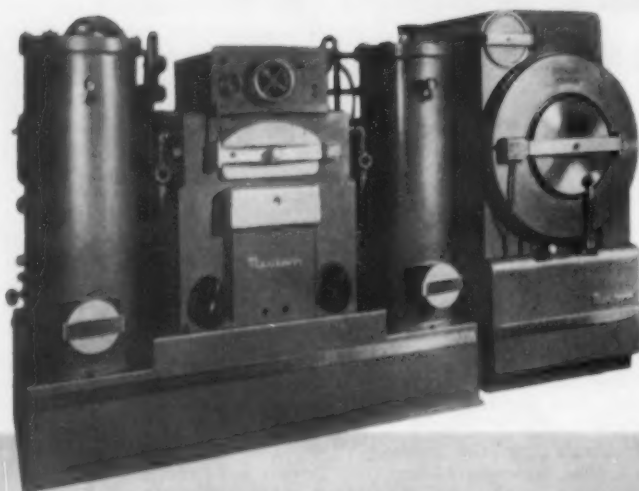
"Personalized Bundle Inserts" was the topic of Bill Daily, who prints a weekly message to his 500 laundry customers, announcing a special to those who return a signed insert, introducing a routeman or explaining new methods and machinery.

"Mike" Costello described the benefits and hardships of "Family Laun-

(Continued on page 74)

Manitowoc...

the only true 2-Bath



2-Bath Perchlor

90-100 lbs. per hr.

Large volume cleaning with less spotting and re-runs—Sensational Diverti-Flo positively prevents solvent intermix—Self-priming centrifugal pumps and solvent coolers standard equipment—Super-speed 36" x 30" safety tumbler—Four-way valves give fast back-wash action—Semi or fully automatic operation—Single-bath Perchlor systems also available.

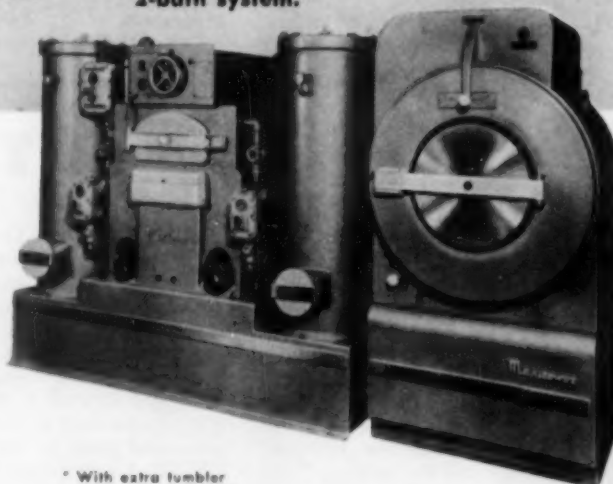
Cut Costs, Improve Quality, with 2-Bath Operation

- **LOWER COST**—Less production and labor expense.
- **INCREASED BUSINESS**—Finest quality cleaning for steady, satisfied customers.
- **LESS SPOTTING—FEWER RE-RUNS**—A steady work flow with less overtime.
- **LESS GARMENT WRINKLING**—And less need for wet cleaning.
- **REDUCE CLAIMS BY ALMOST 40%**—High-quality cleaning job every cycle, every fabric.
- **GREATER SOLVENT "MILEAGE"**—More thorough cleaning saves solvent.
- **2-BATH EQUIPMENT PAYS FOR ITSELF**—Lower operating cost actually pays for your 2-bath system.

2-Bath Petroleum

70-105* lbs. per hr.

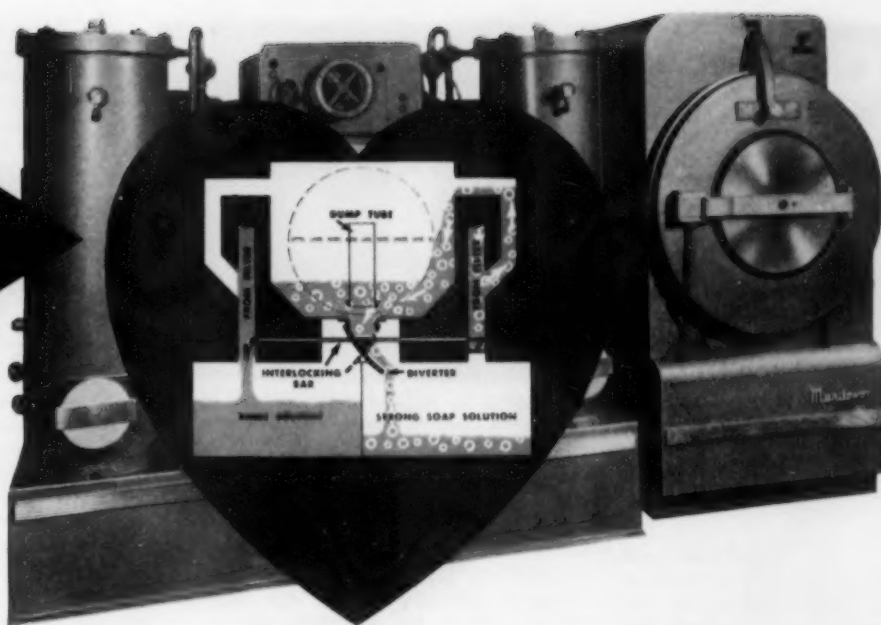
Designed from the tanks up specifically for 2-bath operation—Available for 140° F or 105° F solvents—Exclusive Diverti-Flo assures positive protection from solvent intermix—New, super-speed 36" x 30" safety tumbler included—Semi or fully automatic operation—Selectomatic control on 105° F model—Also made for single-bath use.



* With extra tumbler

NATIONAL CLEANER & DYER

System



*Diverti-Flo** the Heart of the 2-Bath System

Manitowoc positively prevents intermixing of soap and rinse solvents with the exclusive Diverti-Flo interlocked control — obsoletes any other 2-bath system!

A fool-proof diverter positively seals off the flow of rinse solvent from flow of soap during washing. Flow of soap is then sealed off during rinse cycle. Eliminates solvent leakage frequently occurring with electrically operated valves.

Purity of solvents insures highest quality cleaning. No soapy rinse solvent or weakened soap solvent. You benefit by satisfying customers with the finest quality cleaning available, at higher profits for yourself.

FINEST FEATURES

SIMPLE FILTER CLEANING — Fast, easy back-wash; no mechanical problems with 4-way valve. Muck dryer included with filter — eliminates need for muck cooker.

MANITOWOC-OLSON TUBULAR FILTER (optional) has enormous monel tubular filter area.

HIGH EFFICIENCY TUMBLERS with prime surface copper condensing coils give super-speed service.

FULLY AUTOMATIC OPERATION for Perc and 140° F models — semi-automatic also available. Famous Selectomatic control on 105° F.

TWO-SECTION STORAGE TANK — both sections 90 gal. capacity.

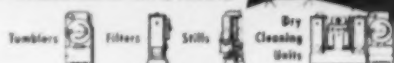
FULL SAFETY PROTECTION — Meets all codes and regulations. Moving parts fully protected, safety brakes, positive seal doors, explosion-proof provision on 105° F.

PLUS MANY OTHER MANITOWOC FEATURES.

* Pat. Pending

Manitowoc Engineering Corp.

Manitowoc
A Complete Line of Synthetic
and Petroleum
DRY CLEANING SYSTEMS



512 16th Street, Manitowoc, Wis.

We'd like complete information on:

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|---|-----------------------------------|
| <input type="checkbox"/> SYNTHETIC MACHINES | <input type="checkbox"/> TUMBLERS |
| <input type="checkbox"/> PETROLEUM MACHINES | <input type="checkbox"/> STILLS |

Name

Company

Street Address

City Zone State



THEME of 1955 New York State Fall Conference was Elbert Hubbard's: "Cooperation, not competition, is the life of business." Preaching the gospel at Cooperstown session were above members of Young Management Forum, left to right: Robert M. Costello, Moderator Donald S. Hall, Edward Hoffman, John L. Skelton, Willis B. Daily, Jr., and Samuel De Luca

(Continued from page 71)
dry Service Sold by Contract." As with the bundle inserts, the contract-type sales proved especially beneficial to the routemen.

"Air Presses" have been installed at the C & K Laundry and Dry Cleaning plant, and Sam DeLuca pointed out that the employees have been less fatigued, labor turnover has been reduced and production has become consistent.

Sam's colleague, Ed Hoffman, credited "Mechanical Ventilation" with greatly improved working conditions, getting unanimous employee acceptance, and being an economical and effective method of spot cooling. John L. Skelton discussed "The Pre-Addressed Laundry Ticket" and its value to the routemen, who are given a permanent file for reference.

The Young Management Forum was the idea of Executive Secretary Richard V. Whalen, and it turned out to be the hit of the convention.

The first day's program was brought to a close with a talk by Stan Sheppard, field representative for the American Institute of Laundering. Stan related that in his travels he noted an increase in feeder-plant operations and a drop in family service. He said that many laundrettes are upgrading their equipment, and are actually becoming power and steam laundries, featuring flatwork and shirt units, damp-work service and dry-cleaning.

Other Friday-night speakers included Jac Lovell of the Safety Management Company of New York City, and G. E. Knowlton, Binghamton.

Val E. Dayton, Amityville, who presided over the evening's events, was earlier named to fill the unexpired term of ailing President Robert M. Smith, Monroe Laundry, Monroe. Mr. Smith experienced a mild coronary

condition in June and was advised by his physician to suspend all outside activities. At this writing, Mr. Smith has recovered and is back at work. Val resumes a position he relinquished only last April. He will serve until the next election, scheduled for 1956 during the Albany convention.

The Saturday-morning conference sessions featured the dynamic Victor D. Oakley, sales consultant to the Sta-Nu Corporation. Introduced by Paul J. Rickett of Ballston Spa, Mr. Oakley drew the plaudits of the gathering with his approach to "Management and Sales." "Packaging for Profit" was the subject of John C. Newell, Jr., director of public relations of the Folding Paper Box Association. He was introduced by Karl M. F. Wilke, Albany.

But while the Young Management Forum was the talk of the conference and Victor Oakley the convention's star speaker, Miss Betty Best was the most charming attraction. The emissary of the laundry institute, making her first upstate appearance, described her duties on TV and the popularity of the promotions sponsored by the Professional Laundry Foundation, Inc. Leonard Shorr of the Feigenbaum and Wermen Advertising Agency, Philadelphia, stated that in the Philadelphia area the Betty Best program during a 13-week period reached 9,226,000 homes with 18,650,000 viewer impressions, equivalent to reaching every man, woman and child in that area 2½ times.

Mr. Shorr said that the immediate goal is to increase the professional laundry customers from the present 9 percent to 12-13 percent. He said that the Betty Best idea has had tremendous impact in Philadelphia and New York, and that the laundry industry has gained the prestige it sorely needed.

Fred W. McBrien of the Holland Laundry, Philadelphia, a past president of the AIL, agreed with Mr. Shorr that the Betty Best program is a success. His firm is one of many that have subscribed to the promotion, and he encouraged the upstate New Yorkers to consider doing likewise.

The convention's main speaker was Donald L. O'Toole, Deputy Commissioner of the New York State Department of Commerce. He complimented the laundryowners on the part they play in the economic structure of the state. Other honored guests were Victor D. Dalgoutte, Briarcliff Manor



MEN
In a
round
to 25
and 30
years
of age
and 5' 6"
to 6' 0"

DIEN
and Dairy
are of real
quality
top quality
not to your
and, possibly
really open

DAIRY
established
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at Car
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time per
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3
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STB.

Be Our Luncheon Guest
We Offer

5125-5225
AND COMMISSIONS
NO CANVASSING
OR SOLICITING

Our sales of CMC
We need another man
be 25-35 yrs. old married
a high school graduate
pleasant personality & pleasing appear-
ance. Have ambition
in himself as capable for work. W.

SALESMEN WANTED!

Once-in-a-Lifetime Opportunity for experienced plant operators who know what a Completely Dry Soap can mean to cleaners

We're looking for men to demonstrate and sell Super C—a sensational new drycleaning soap that is revolutionizing the industry by *absolutely eliminating the need for moisture*. The men we want have experience in all types of plants and know what it can mean to have a soap that

- (1) does away with classification completely,
- (2) lets you extract fully at top speeds without wrinkling,
- (3) pops spots to the surface so they can't be missed,
- (4) that speeds pressing and
- (5) that eliminates just about all customer complaints about shrinking, disturbed sizing, fading, color running and other disadvantages caused by moisture.

Super C . . . a product you can really get enthusiastic about. It reduces the cleaner's labor, increases his volume and his profits and *still* gives him superior cleaning.

Cleaners have picked up these radically different advantages of Super C so fast that demands for 'in-plant' demonstrations have far exceeded our expectations and it's impossible for our present staff to handle inquiries.

That's why we need self-starters who are free to travel—to be assigned to territories all over the country. **THIS IS NOT A 'ONE-SHOT' PROMOTION.** Not only do we expect this unusual new product to continue growing for years, but you will, in addition to Super C, be handling a complete line of 29 other quality dry-cleaning soaps, spotters and specialties manufactured by one of the largest suppliers to this industry.

We'll show you proof positive of the above statements when you convince us that you're one of the men we need. **WRITE US TODAY**, covering your experience, earnings and requirements in detail. Please enclose snapshot. Don't delay—this may be your opportunity to realize your lifelong ambitions if you are a real worker.

CALED PRODUCTS COMPANY, INC.

BRENTWOOD, MARYLAND

2. 30 definite people to see each week will be furnished each man from National and I
us show you. If you have a
experience, like to make
are willing to work
SALESMEN

For
We he
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work
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Apply E
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HOC
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STORM
EXPER
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We need a
man who
SUPER
Excellent
man over
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CATERP
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IF YOU WANT
TIME FOR
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SEND
FOR DYEING
GARMENTS
TO

**ALMORE
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Tolchener, President

Continuously in Business since 1919



The Dyeing Home of Undying Fame

Laundry, Briarcliff, AIL director for New York State; Morris Landau of Cummings-Landau Laundry Machinery Co., president of the Laundry & Cleaners Allied Trades Association, and Fred W. McBrien.

Dancing to the music of Ted Stev-

ens' Orchestra followed the Saturday night banquet.

A golf tournament was held under the chairmanship of Leo B. Ahern, Prine Cleaners and Launderers, Ilion. He was assisted by Paul T. Huguenin, New System Laundry and Dry Clean-

ing, Rome; E. L. Davies, Cowles Chemical Company, and William R. Atwood, Frontier Alkali.

The nongolfers toured the Baseball Hall of Fame, Fenimore House and the Farmer's Museum, all located in Cooperstown.—Roger Ganem

N. C. A. Clinics

THE NEIGHBORHOOD CLEANERS Associations of New York State conducted three evening clinics on fabrics, finishing and sales. Hundreds of New York cleaners attended the meetings, held at Hempstead, New York City and White Plains, on October 4, 5 and 6.

Executive Secretary Frank Pollatsek headed the sessions. Featured speakers were E. H. Danneberger of E. I. DuPont de Nemours, Inc., Noel Grady of Bishop David Freeman, and Jerry Daleke, sales consultant.

Mr. Danneberger explained the characteristics of the man-made fibers. Blended with natural fibers, nylon imparts strength. Orlon imparts softness and richness and Dacron gives hardness or crispness. He pointed out that his company merely makes the basic

yarns, and that dyeing and fabrication are done by other manufacturers. According to the speaker, DuPont has an extensive program under way to educate manufacturers and retailers on proper use and selling of synthetic fabrics and blends.

Mr. Grady discussed the latest developments in fabric finishing. He stressed the five important points of good pressing. These are press surface, heat from head and buck, pressure, moisture from steam, and vacuum. He pointed out that the average finisher is not a chemist. It is difficult to identify the various synthetic fabrics and blends that contribute to shine, moire effects and other detrimental results of improper handling. Therefore it is management's problem to give employees the proper tools to

overcome problems of synthetic finishing.

Mr. Daleke explained the recent leveling off of drycleaning volume. Too much emphasis on cash-and-carry and failure to select route salesmen properly and train them adequately are the reasons according to him. Salesmen should be given a complete understanding of our business. Good sales presentations should be practiced. Route meetings must be held regularly, Mr. Daleke stated. He gave several examples of typical selling approaches, then dramatized them to show the added effect they could have when properly presented.

Each session was concluded by lively question-and-answer periods in which each panel member participated.—Art Schuelke

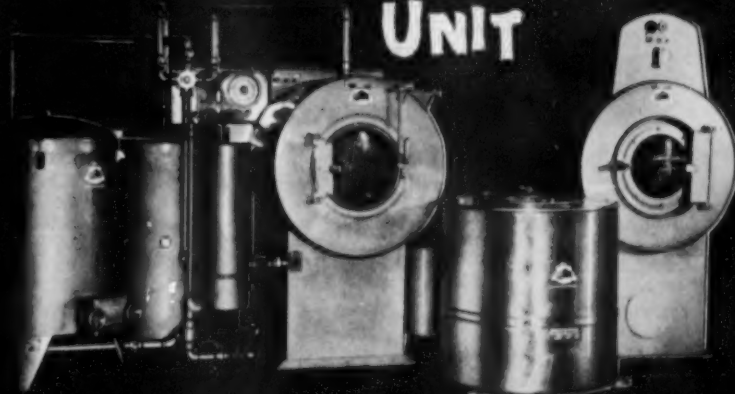
NATIONAL CLEANER & DYER

If you take pride ...

IN YOUR CLEANING

INSTALL A

HAMMOND ATOMIC UNIT



The Hammond Atomic Unit is acclaimed by thousands of plant operators over the world.

10 or 20 SUIT CAPACITY

Hammond Atomic Unit available in either fully automatic or manual controls. 1000 G. P. H. Hammond filter. New, safe level storage tank. Hammond 24" or 30" stainless steel Wizard Extractor. Hammond 40 lb. or 75 lb. Dyna-matic Washer. Hammond 36 x 30 open end cabinet tumbler. Floor space: 10-suit—4½' x 10'. 20-suit 6' x 12'.

Cut Costly Overhead!

See your nearest Hammond dealer or write direct to the factory immediately!

Hammond
LAUNDRY-CLEANING-MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

Send all available information about Hammond Atomic Unit.

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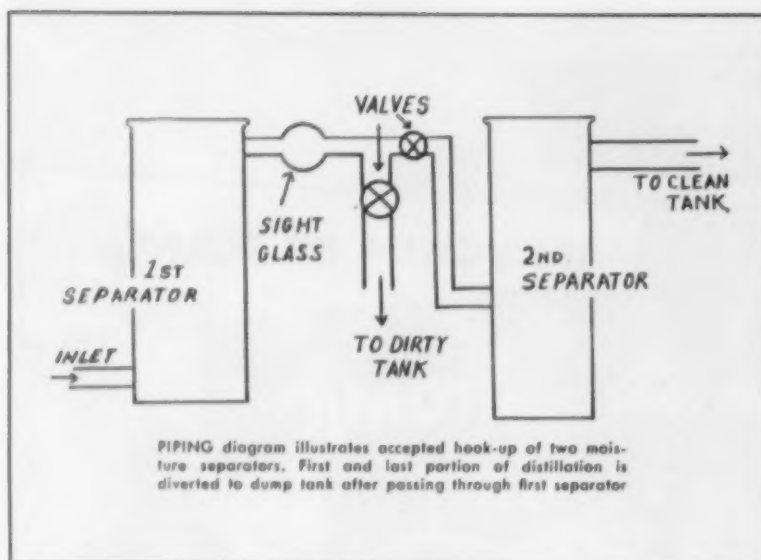
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HAMMOND LAUNDRY-CLEANING-MACHINERY CO.
HAMMOND BLDG. WACO, TEXAS



Care Prolongs Vacuum Still Life

Heart of petroleum room aided by
good procedures, trouble diagnosis

WITH THE ADVENT of the charged system, stills take on increased importance. Good cleaning depends upon good distillation of solvent. Solvent-soluble impurities build up in petroleum systems slowly but surely.

Even batch-soap operations must utilize good still procedures. Unless these are practiced, the garments cleaned will have a dingy appearance. Telltale odors carry over to the "cleaned" garments and loss of customer acceptance is inevitable.

To help overcome these problems, these three points should be considered: proper installation; correct operating procedures; testing and repair of faulty stills.

Proper Installation

Obviously, many difficulties can be prevented if the installation is correct.

Manufacturers normally ship stills assembled except for the pump and separator tank. It is advisable to place the pump as close to the condenser outlet as possible. The fewer pipe connections involved, the less chance there is for vacuum leaks.

More and more plants are installing two rag separators. There are good reasons behind this. First, charged soaps permit the use of more moisture in cleaning. Much of this is carried over in solvent to be distilled. After as little as three hours of distillation the separator rags are saturated, and the solvent turns milky.

With two separators, this problem is minimized. The initial portion of stilling is passed through the first separator and the solvent is diverted to the dirty tank (see diagram). After the solvent comes over clear it then

passes through the second separator, insuring complete moisture removal.

At the end of distillation, during the boil-down period, the solvent should again be diverted to the dirty tank. No heavy ends will carry over to the clean tank if this is practiced.

Rags in the first separator should be changed every five hours of distillation. The second separator should be changed every 10 hours. The separators should be located so that it will be easy to drain them and convenient to change the rags.

It is general practice today to still directly from the dirty tanks. Settling tanks are still in use, but their real purpose is lost with more efficient and faster stills of today. Solvent in settling tanks is usually distilled in a few hours; cleaners refill these and immediately continue distillation. No settling takes place, especially with charged systems which have a tendency to hold the moisture in suspension.

With correct vacuum there is no problem distilling from underground tanks directly. If cone-bottom tanks are used, still suction should be from the top of the cone. Moisture will accumulate at the bottom of the cone. This should be drawn off by a hand pump or the plant utility pump several times a week. A bottom suction line to within a few inches from the bottom permits this practice.

If a round tank is used, it should be placed flat. If tipped slightly it will allow for condensation to accumulate properly. Still suction should come from a line about 8 inches from the tank bottom. A separate line near the bottom can be used to remove the condensate.

By drawing off these moisture accumulations before distillation, much of the objectional water and odors need never pass through the still and the separator rags.

Correct Operating Procedures

Vacuum stills operate most efficiently with a minimum of 25 inches of vacuum. Steam pressure should be between 30 and 40 pounds. Sufficient water should pass through the condenser to cool the solvent to below 100° Fahrenheit.

Vacuum is produced by the pump. Positive-displacement pumps are the only ones that will do the job adequately, since at least 25 inches of vacuum is required. If there is less, more steam pressure is needed to vaporize the solvent. This results in a poor grade of distillate and possible boiling over of some of the residue.

With the vacuum at 25 inches or more, only 30 to 40 pounds steam
(Continued on page 82)



Buy a Dodge Truck and pocket the difference

Save first, and always, with a Dodge truck! New low prices bring famous Dodge dependability within the reach of every truck owner. What's more, Dodge work-proved long life and low operating costs mean extra savings over the years.

As for performance, Dodge offers you the greatest power line-up of any trucks on the road! Smooth-running Dodge Sixes are famous the world over for economy. New Dodge Power-Dome V-8's, with 169 to 202 hp., are the most advanced, most powerful engines in any leading trucks.

But see for yourself. Your dealer has a Dodge truck which will save you money and speed your work. See him today.

"Mile-after-mile economy"

Says **JOHN G. JOHNSON**
Walter S. Johnson Building Co., Inc.
Niagara Falls, N. Y.

"It's not just the low initial cost that keeps us sold on Dodge trucks—it's their mile-after-mile economy of operation that counts even more."



DODGE

Job-Rated

TRUCKS

WITH THE FORWARD LOOK



Only Perk-o-matic 2-bath turns out quality work like this... load after load...all day



PANTEX MANUFACTURING CORPORATION
Box 660A, Pawtucket, R. I.

Send the Tell-All folder on the Perk-o-matic

NAME & TITLE _____
FIRM _____
STREET _____
CITY _____

SEND NOW for Tell-All Folder on this
Great Advance in Synthetic Cleaning

because only Perk-o-matic has this Positive Deep Drop Cleaning Action Design!

SEE this DIFFERENT cylinder . . . with the scientifically curved partition and center platform. It's the why of the far more powerful — yet harmless washing action. The partition curves prevent normal sliding of garments that means a weak drop.



In Perk-o-matic, garments are picked up in the curve and tossed against cylinder wall . . . getting a positive deep drop that really cleans! Throughout the process a continuous flow of the clean, filtered solvent is sprayed from above on the garments.

...and the 2-bath Perk-o-matic maintains rinse solvent in proper condition...automatically!

TOP QUALITY RINSE SOLVENT is a "must" for top quality cleaning. Perk-o-matic's method of distillation maintains rinse solvent in ideal condition . . . all day.



50 LBS. PER LOAD CAPACITY. More capacity per sq. ft. floor space than any other machine.

FOR A BRAND NEW IDEA of what the cold, 2-bath process can do to build both business and profits, visit a Perk-o-matic equipped plant. See what we mean by "precision drycleaning."

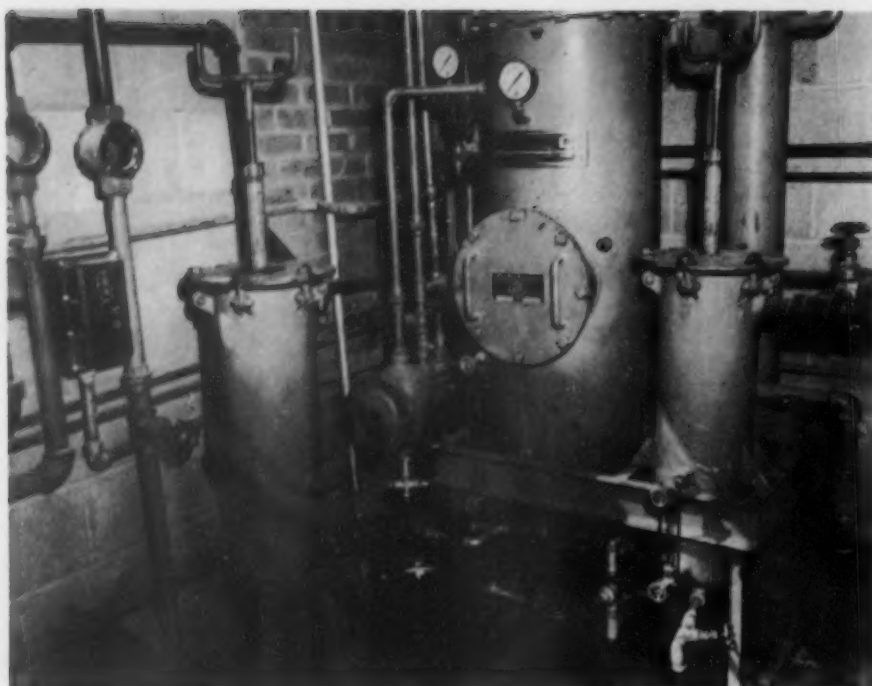
You'll see that wet cleaning (which boosts finishing costs) is practically never needed . . . that spotting is reduced to a point where one man can handle both spotting and cleaning. You'll see whites come out whiter . . . colors and patterns come out brighter . . . materials come out "softer" than you ever thought possible.

You'll see the simplest of all operations . . . only loading, setting a switch and returning to unload when a buzzer sounds. You'll see a machine that doesn't vibrate and dance.

For many reasons, there's nothing like a Perk-o-matic. Send the coupon for the folder that tells about its great features.

Perk-o-matic

BY Pantex MANUFACTURING CORPORATION



TYPICAL GOOD installation of still equipment. On right note proximity of pump to condenser. Two rag separators insure dry solvent. Space limitations require placement on either side of still, provide for easy draining. Rags can be replaced simply. Sight glasses on left help detect condition of solvent

(Continued from page 75)
pressure is needed. Manufacturers' directions should be observed, but it is wise to keep the steam pressure as low as possible. This is good insurance with charged systems to help maintain best quality solvent.

Water temperature in the condenser is important, too. Most manufacturers recommend that water temperature on the discharge side be 140-160 degrees. Many plants have automatic thermostatic valves to control this, eliminating the human element.

It is also essential to keep the still clean. Upon completion of the day's operation, the still should be "boiled down." This is accomplished by shutting off the main solvent supply valve, allowing the residue to be completely distilled.

When no more solvent comes through the separator, the operation is finished. The residue that remains is drained from the bottom drain valve below the still. This is highly volatile and should be kept away from any open flame.

After draining is finished, the valve should be left open. The still should be flushed with steam for a moment or two. Then all valves should be closed and the vacuum allowed to build up again, with the pump turned on. The main solvent valve from the dirty tank should be opened. When the solvent reaches the operating level in the still, the valves are closed and the pump shut off, which leaves the

solvent in the still until the next distillation.

The reason for this is very important. Unless this is done, the residue left from distillation congeals as it cools. If it is allowed to bake on the tubes it will eventually insulate them. Heat transfer is decreased and it becomes increasingly difficult to vaporize the solvent.

When that happens it is necessary to boil out the still with a 4 percent caustic solution (see NCD October issue for this procedure).

Another important factor is the condition and type of rags used in the separators. They should be removed on a regular schedule as recommended earlier. They should then be extracted, with the extractions diverted away from the dirty tank. A wetcleaning extractor may be used for this purpose. If this isn't possible, the drycleaning extractor can be employed. However, these extracts should be caught in a bucket and dumped away. After extraction, flush the basket of the extractor with clean solvent.

These extracts contain a high percentage of odor-laden water. If allowed to go back into the tanks the entire system eventually becomes contaminated.

The rags should then be washed in a mild soap and rinsed several times in plain water. A sour rinse is not recommended, since souring creates odors. After they are rinsed, the rags can be tumbled dry.

Rags of old underwear and toweling are best for this purpose. Cotton waste mats down and causes channeling of the moisture through the separators. Old press pads are saturated with sizings and finishes from pressed garments and can add to still difficulties.

Whatever solvent remains in the separators after removal of the rags should be discarded. It is mainly water. Saving it and redistilling is uneconomical and it may add to odor problems.

Pumps are one of the most neglected parts of a still. They should be greased each time before starting operations. Life of the pump can be from six months to three years depending upon maintenance. It is important to make sure the pump is level, and does not bind. Later we will explain a simple method to determine pump efficiency.

Most stills employ pumps with 1 1/4-inch port openings. This type should turn 400 r.p.m. Speeds exceeding this shorten the pump life. Decreased speeds will prevent sufficient vacuum buildup. Plants using different-sized pumps are suggested to contact their supplier for proper speeds.

The key to efficient distillation is the trap. Vacuum stills operate on lowered steam pressure. Because of this, low-pressure traps should be used. Stills with capacities of 50 to 150 gallons per hour require traps that discharge 1,200 to 1,700 pounds of water per hour. Regular high-pressure
(Continued on page 86)

Star of the Month

MARY MURPHY
co-starring in
WILLIAM WYLER'S
production of
"THE DESPERATE HOURS"
A Paramount Picture in
VistaVision



RELIABLE

FUR CLEANING
and
FUR STORAGE

are vital
to a

GROWING
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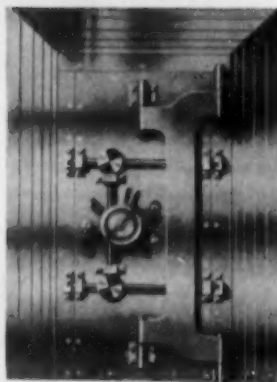
BOOTH Nos. 517-519
A.I.L. Convention
Philadelphia, Pa.,
November 18-20

A Reliable Fur Storage Vault is money in the bank! For sheer earning power, no other service produces as much profit per square foot of space. Economical Reliable Fur Storage Vaults are preferred across the nation because the brilliant engineering advances guarantee absolute protection against moth damage, mildew, stale air and high temperatures. An investment that pays for itself in one season.

Be a leader in your community with fur storage... let us plan for you now. No cost or obligation.

"You can Rely on Reliable"

Write direct or consult your Jobber Today!



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231 EAGLE ST., BROOKLYN 22, N. Y.

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Gentlemen: Please send me Free details and literature on Fur Storage Vault and Fur Cleaning Equipment.

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Address _____

City _____ Zone _____ State _____

Jobber's Name _____

A Message
from DuPont
about



Drycleanable Suede

It Means New Business for You!

What's drycleanable suede? It's suede that has been tanned with "Quilon"—Du Pont "Quilon" chrome complex.

"Quilon" anchors itself permanently in the leather, doesn't leach out or spread out in drycleaning. This means desirable new business for many drycleaners. Are you one of them?

The volume of these garments being sold would surprise you. Suede leather tanned with "Quilon"

is more practical than ever before. It resists spots and stains, stays in good condition longer. And when it gets soiled, it can be drycleaned, time after time, and still keep its natural softness and color. These garments don't have to be re-dyed and re-juvenated like the suede you've known all along.

The first of these drycleanable garments came on the market only last spring, thus relatively

few have been offered for cleaning. Even so, a substantial number of dry-cleaners have already proved for themselves that these suedes handle almost the same as woolens.

How do they do it? It's simple. In every garment is a label like this:



The most important words on this label are "Rinse thoroughly in new or distilled solvent." If you can't, or don't want to do that, these garments are not for you. As one experienced drycleaner says, "A plant that isn't equipped to rinse in clear solvent should either give the garments a special rinse or send them out to a cleaner who can and will."

REASON FOR CLEAR RINSE

The reason for a clear rinse is simple, too. Soap or detergents left in dry-cleaned suede cause trouble—plenty of it. In the first place, it can easily make the suede appear so mottled and streaked that your customer will declare you've ruined it. Rinse the garment correctly, and both you and the customer will be surprised. Soap makes that much difference.

Second, these new drycleanable suedes have a high degree of water resistance. If you leave soap or detergents in the leather, you mask or nullify this characteristic. Even if the suede looks good and has a good hand, soap that's left in it lets dirt and stains get in deeper, and, therefore, they're harder to remove the next time the garment is cleaned.

Yes, it's fact! A drycleaned jacket of suede processed with "Quilon"—properly rinsed—not only keeps its hand and color but also keeps its water resistance... keeps its resistance, also, to water-borne spots and stains. That's what makes these garments so popular, such good buys.

Any time now, these new garments will begin to show up at your receiving department. Do you want the business? Here's a two-point program we recommend: (1) Decide whether you can and will rinse the garments as required. If the answer is "yes," Du Pont will help send business your way. If it's "no," you'd better refuse

to accept them or send the garments out to a cleaner who can handle them. (2) If you want this business, fill out and mail us the coupon below.

* * *

PROCEDURE RECOMMENDED

Suedes classified into dark and light loads, heavily soiled garments separate from lightly soiled.

Petroleum—Light Charge

1. Running time for lightly soiled, 15 to 20 minutes; for heavily soiled, 25 to 35 minutes.
2. Solvent—relative humidity, 70 to 75%.
3. Extract for 5 minutes.
4. Batch-rinse 10 minutes in distilled solvent.
5. Extract 5 minutes.
6. Tumble to dry at 140°F. or less.

Petroleum—Strong Charge

Same as Light Charge except first extraction should be followed by 10-minute filter rinse and a second 5-minute extraction before the 10-minute rinse in distilled solvent.

Synthetic—Mild Charge

1. Running time for lightly soiled, not over 10 minutes; heavily soiled, 15 to 20 minutes.
2. Solvent—relative humidity, 70 to 75%.
3. Extract for 5 minutes.
4. Batch-rinse for 10 to 15 minutes in distilled solvent.
5. Extract 5 minutes.
6. Tumble until dry at less than 140°F.

Synthetic—Strong Charge

Same as Mild Charge except first extraction should be followed by 5-minute rinse and a second 5-minute extraction before the batch rinse of 10 to 15 minutes in distilled solvent.

* * *

PROCEDURE USED SUCCESSFULLY

by One Drycleaner in Synthetic Equipment

Suedes classified the same as men's woolens and included in appropriate loads with woolens.

1. Relative humidity kept at 70%.
2. Running time 13 minutes in 4% charge.
3. Extract for 4 minutes.
4. Rinse 5 minutes or more in clear solvent.
5. Extract 5 minutes.
6. Tumble until dry at 140°F. or less.

* * *

The National Institute of Drycleaning has issued Bulletin FF-10 covering this subject. If you do not have a copy, you may obtain one free by addressing the Institute, Silver Springs, Md.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

E. I. du Pont de Nemours & Co. (Inc.)
Grasselli Chemicals Department
2539 Nemours Building, Wilmington, Delaware

In Canada: Du Pont Company of Canada Limited, P. O. Box 660, Montreal, Quebec

☐ Please send me your "Kit on Drycleanable Suede"—a kit of instructions on how to process it, plus suggestions on how to start the garments coming my way.

☐ I am equipped to rinse the garments in clear or distilled solvent to remove all the soap.

☐ You may list me as a drycleaner who is equipped to process drycleanable suede and wants that business.

Name of Cleaner _____
Street _____
City _____
State _____
By _____

(Continued from page 82)
traps will not discharge water rapidly enough.

At the same time it is necessary that a check valve be installed on the discharge side of the steam trap. Any back pressure on the trap will cause a build-up of condensate within the still itself.

Testing and Repairing Faulty Stills

Evidences of faulty operation usually fall into the following categories:

1. Milky solvent despite clean rags
2. Appearance of solvent in return system
3. Water globules atop separator rags
4. Discolored, dirty solvent from separator
5. Vacuum loss

A leak in the collendria could cause several of these problems. For example, live steam spraying into the still body is carried over through the condenser. It quickly saturates the rags in the separator, causing milky solvent.

On the other hand, solvent could also leak into the steam chest and be carried through the steam return system to the return tank. Here it can be visually detected or solvent odors will be noted.

Steam escaping into the still chamber will also reduce the vacuum. There is a simple method to detect a leaky collendria. The still should first be emptied of all solvent and residue, and left to stand overnight.

The next morning a clean dry pail should be placed under the still. With the bottom drain valve open, the main steam line is next opened. If, after two or three hours, there is a half inch or more of water in the pail, the collendria is at fault.

How to find the exact spot of the leak? Many stills have a steam chest collendria that is removable as a complete unit. In these cases, after removal, the outlet side is plugged and water under pressure is applied to the inlet side. Water will leak from the defective spot.

If the tubes are steel they can be welded. A new tube can be rolled in if the collendria has a header on each end. A boiler shop can do these repairs.

Some stills have rolled tubes and the headers are part of the still body itself. The water test still applies. But then the header plates must be removed so that it is possible to see through the steam tubes. With full water pressure on, leaks will appear where the fault lies. These parts are marked, and then removed for replacement. In most cases the manufacturer will also supply an expander for easy replacement.

Dirty and discolored solvent usually results from a leaky preheater. Solvent passing through the preheater mixes with solvent just distilled and passes directly to the rag separators. It is not difficult to locate and repair this condition.

On those stills with separate preheaters, the preheaters can be removed and given the same water test mentioned previously. Water will appear from the reclaimed solvent tubes.

Other stills have combination preheaters and condensers. Half the unit is a preheater and the other half is a condenser.

To find the leak, the dirty-solvent inlet is disconnected. At this point a water line is placed. Next the outlet side of the dirty-solvent line is disconnected and plugged. Lastly, the union on the suction side of the pump is unfastened. A bucket should be placed beneath this broken connection. When water pressure is applied, water will collect in the bucket if there is a leak in the preheater.

If this is the case, the leaky tube or tubes should be replaced. This is best done by removing the unit and having it repaired by a professional boiler or welding shop.

Water globules appearing on top of the rag separator usually indicate a leaky condenser. A water test will indicate this readily. The steps to follow are simple. The union on the suction side of the still pump should be disconnected and a bucket placed underneath as previously explained. In this case the water lines are already hooked up, since the condenser uses water, but the outlet side of the water line is disconnected and plugged. If there is a leak, water will appear quite rapidly in the bucket. Again, a professional repair shop will be able to correct the trouble.

Loss of vacuum can result from many different causes. It is well to check the still pump first for efficiency. This is done by breaking the union on the suction side of the pump. By installing a vacuum gauge and turning the pump on, it is possible to detect whether the pump is delivering at least 25 inches of vacuum.

The bottom drain valve on the still itself may become worn through constant use. A short pipe nipple with a plug can be placed on the valve. If the vacuum builds up after this is done, the valve needs repair or replacement.

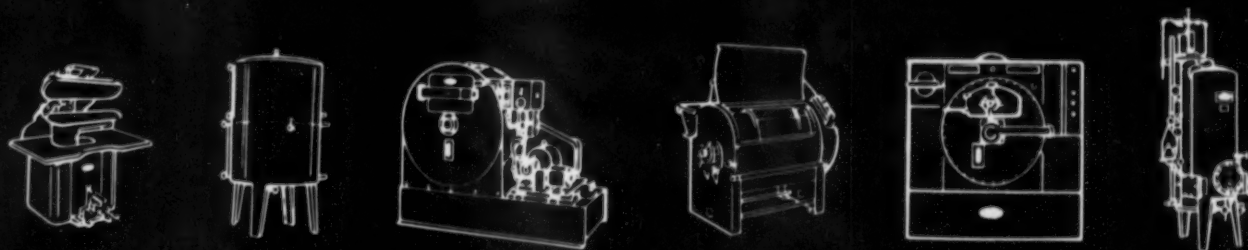
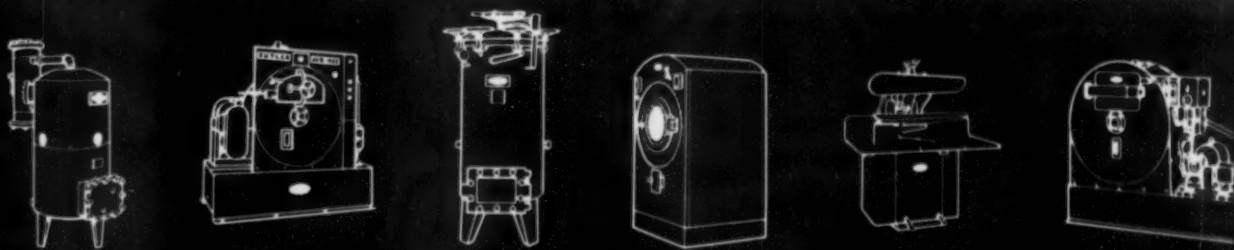
Often the sight-glass gaskets become hardened and begin to leak air. This defect can be determined by closing off the gauge cocks to see if vacuum can be maintained.

All pipe connections between the dirty tank and the still pump should be checked to make certain they are tight. With the still turned on and the pump running, the main solvent feed line from the dirty tank should be closed. If the vacuum holds, it indicates a leak somewhere between the feed valve and the tank itself. Then, the steam or water leaks described previously will cause vacuum loss, too. Repair of these leaks will probably solve the vacuum problem.

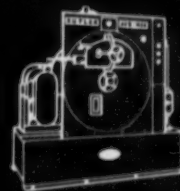
It goes almost without saying that the tanks, as well, must have good maintenance. Accumulation of filter powder can cause trouble with the float control. Moisture buildup and the resultant odors throw an extra burden on the still.

Observance of common sense preventive maintenance will permit the still to give years of troublefree service. And since the still is the heart of the cleaning room, good still practice is vital to continued good customer acceptance. #

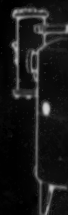




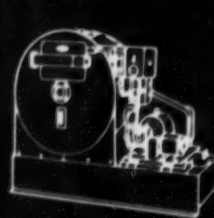
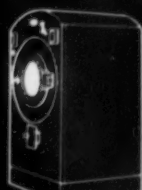
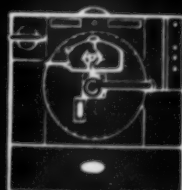
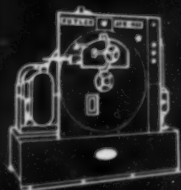
Now!



Everything in equipment

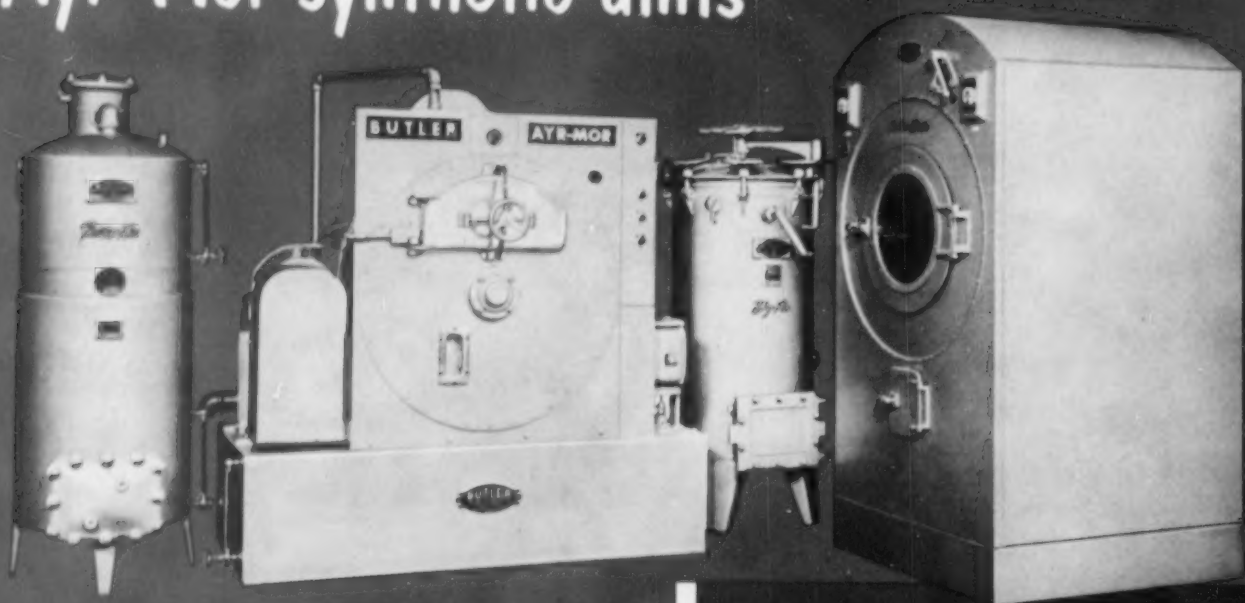


Butler



Cut Costs · Improve Quality · Speed Service · Build Business

BUILD MORE BUSINESS, cut labor costs with **BUTLER** **Ayr-Mor synthetic units**



A girl can operate a fully automatic Butler Ayr-Mor synthetic unit and spend two-thirds of her time doing spotting. This combination of cleaning and spotting usually eliminates one worker.

Just load and set. Butler Ayr-Mor washes, extracts, rinses and again extracts—all with no operator attention. Handles 120 to 150 pounds per hour—\$2,400 to \$3,000 per week at a dollar base price. Fast cleaning lets you promote 2-hour and same-day service—builds volume.

Butler Ayr-Mor cylinder construction provides the correct mechanical action needed to get the most out of perc's extraordinary cleaning power. When combined with the charged system, it results in maximum cleaning efficiency, attracts and holds discriminating customers.



Perc must penetrate deeply and circulate completely through clothes for best cleaning results. Butler Ayr-Mor divided-pocket cylinder (above) assures this action. Clothes are gently dipped into solvent, and lifted completely out of solvent.



Clothes in old-fashioned open-pocket cylinder (above) tumble and roll on rimming side, can't get necessary deep solvent penetration.



Butler Quik-Steam® Air Press



Butler Quik-Steam® Mushroom Press



Butler Quik-Steam® Manual Press

FINISH MORE GARMENTS

**easier, faster
with BUTLER**

Air & Manual Presses!

BUTLER Quik-Steam® Air Press

Your pressers can easily increase production 15 to 25% and keep up a consistent pace all day with the Butler Air Press. There's no fatigue. Air does the work. The result is faster, easier operation, better performance, and longer life.

Look at some of the features: table-level operating bar; ball bearings for smooth, easy operation; head release combined with vacuum for speed; adjustable air regulators for controlling head speed to suit any operator; hardwood table with curved backboard. These features make it the king of presses—and at a price you can afford! Butler Quik-Steam® air presses are available in 18", 40" and 45" sizes.

BUTLER Quik-Steam® Manual Press

Light-touch pull-down and lightning-fast return of the Butler Quik-Steam manual press permit operator to do more work with less fatigue. Head operates so lightly that the weight of a loaf of bread will start it down. Contrast this with the 8 to 10-pound pull-down required by many other makes! No wonder operators work faster, stay fresh longer, do better work with a Butler Quik-Steam press.

Greased-for-life ball bearings, low foot pedal, roller lock, hardwood table—all these make the Butler Quik-Steam press a favorite with pressers everywhere! Butler Quik-Steam manual presses are available in 18", 40" and 45" sizes.

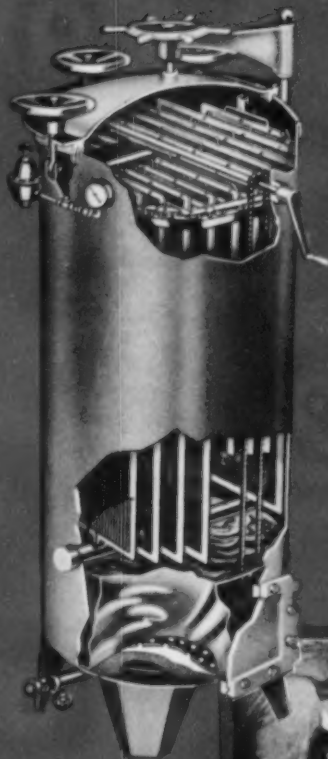
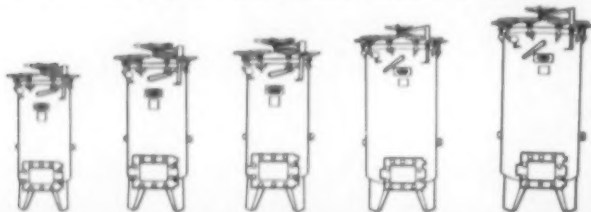


ENJOY EASY CLEAN-OUT, avoid pressure build-up with **BUTLER** Big-Flo® Filter...

Here's the kind of filter you need to get top cleaning results! The Butler Big-Flo® filter, with mechanical, 20-second scrape-down. Free-flowing, non-clogging, self-cleaning Monel Metal filter screens keep filter pressure down. With the increased cleaning power of strong soap, big capacity filtration is a MUST. Only pure, clean solvent gets to the clothes.

Big-Flo Monel Metal screens with corrugated divider plates present a smooth surface for quick, easy, solvent get-away. Solvent flows freely to insure maximum cleaning efficiency. Steam cleaning or boiling of screens is seldom required. Many owners report operating 4 and 5 years without removing the cover. No filter bags to change.

Butler Big-Flo filters are available in 1000, 1300, 2000, 3200, 5000 and 8000-gph capacities, either synthetic or petroleum.

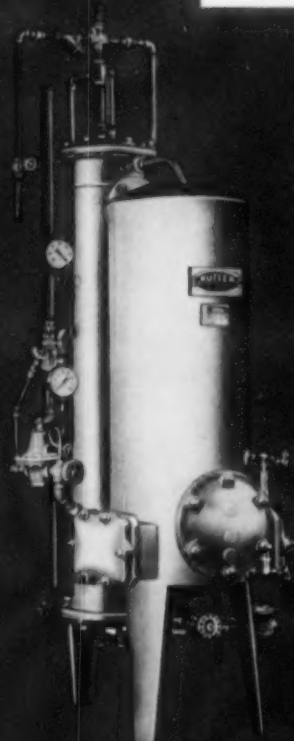
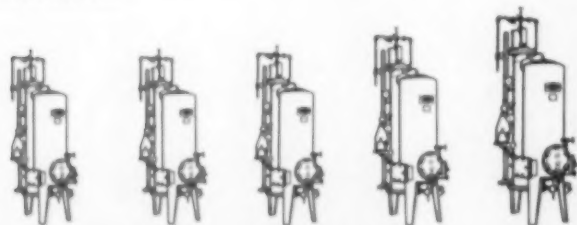


Air cleanout in Butler Big-Flo filter makes a quick, easy job of muck removal. Air is forced through the muck, recovering many gallons of solvent. Powder is left dry, is easily removed. No waste, no mess, no lost time.

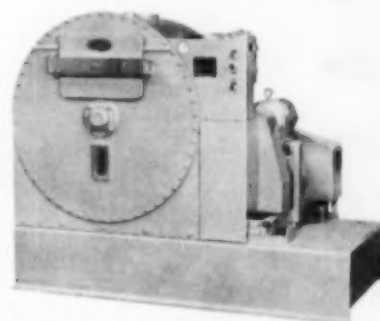
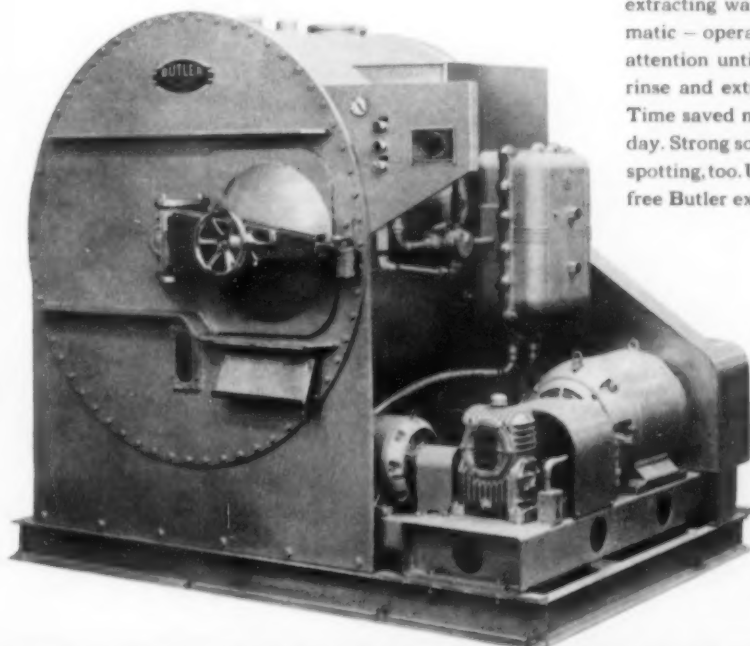
ELIMINATE D.O. (DRYCLEANED ODOR)

with **BUTLER** Pure-Flo® Still

Nothing loses customers faster than freshly dry-cleaned garments that smell. This can't happen with Butler Pure-Flo® still. It distills the smell right out of dirty solvent, reduces spotting and wet cleaning. Automatic controls do the work. No attention required. Close boil-down assures nearly 100 per cent solvent recovery. Vertical pre-heater tubes are self-draining, never clog up, never need replacing. Available in 25, 50, 75, 125, 200, 300 and 600-gph capacities for petroleum solvent, 50 gph for synthetic solvent.



CUT LABOR COSTS, run 12 loads in 8 hours with **BUTLER** **Automatic Extracting Washers**



Above: 60-lb. unit; left: 120-lb. unit.

You can soon pay for a Butler 60-lb. or 120-lb., 2-bath extracting washer in labor savings alone! Fully automatic — operator loads machine — gives it no further attention until signal sounds completion of all wash, rinse and extracting cycles — 30 to 44 minutes later. Time saved means you can run 12 loads in an 8-hour day. Strong soap cuts spotting. Your cleaner can handle spotting, too. Usually eliminates one worker. Vibration-free Butler extracting washers cost less to install.

Honest ratings insure top quality at the capacity you pay for

Highest-quality cleaning is assured by a capacity rating based on realistic 3.3 lbs. of load per cubic foot in the 60-lb. unit, 3.2 lbs. per cubic foot in the 120-lb. unit—compared to ratings based on as much as 4.5 lbs. in many makes. Capacity claims based on high poundage per cubic foot are misleading.

They look good on paper, but result in poor cleaning at capacity! Butler ratings insure not only a proper distribution of garments where solvent can get at them, but a sufficient proportion of solvent to clothes—even at capacity loads. You can promote, produce top-quality cleaning.

BUTLER

Over 54th year

Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment • Dry Cleaners Equipment • Special Products

Factories located at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Houston, Texas • Minneapolis, Minn.

You can get colorful, informative circulars on Butler dry cleaners equipment by simply clipping coupon at right and checking the equipment you want to know more about.

Mail it Today!

BUTLER MANUFACTURING COMPANY

7400 East 13th Street, Kansas City 26, Missouri

☐ Air-Max Circular ☐ Extracting Washer ☐ Manual Press ☐ Air Press Circular ☐ Filter Circular ☐ Still Circular

Please send me the circulars checked above.

Name

Firm

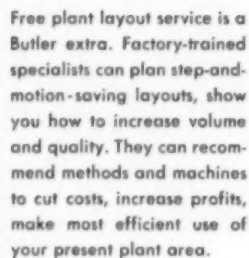
Address Phone

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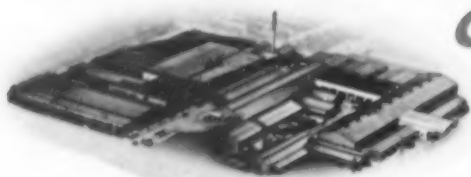
Form No. 1358R-8 55

Printed in U.S.A.

are yours with **BUTLER**



ONE GREAT SOURCE



Kansas City, Mo. • Minneapolis, Minn.
Galesburg, Ill. • Richmond, Calif.
Birmingham, Ala. • Houston, Tex.

1. EVERYTHING IN EQUIPMENT
2. NATIONWIDE SERVICE
3. CONVENIENT FINANCING
4. PLANT LAYOUT SERVICE



Mail coupon inside for full information

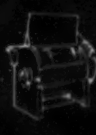
BUTLER MANUFACTURING COMPANY

7400 East 13th Street, Kansas City 26, Missouri

Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment • Dry Cleaners Equipment • Special Products



Air and Metal
 Exhaust

Synthetic
Units

Extracting
Wings from a



Storage Tanks

OPENING OF NEWEST Vogue call office in suburban multi-million dollar shopping center is previewed by TV cameras spotlighting Herman J. Jansen, Vogue president, and A. P. Naeglin, general manager. Rapid expansion has been result of progressive ideas.



Creative Thinking Booms Plant Volume

*Six new approaches to management
problems spark \$375,000 annual sales*

JUST ANOTHER SMALL drycleaning operation among the many in Salt Lake City was the status of Vogue Cleaning on August 1, 1946. The firm had three employees and one small plant.

In 1954—just nine years later—Vogue was the city's largest, and had been for several years. It had three large plants with stores and 10 separate call stores in the area, employed 88 people and was still growing.

During 1954 Vogue did a \$350,000-plus volume, expected to do \$375,000 in 1955, \$400,000 in 1956, and so on. A shirt laundry, added in 1948, now handles 10,000 pieces a week.

Although plantowner Herman Jansen is proud of these figures, he cites them principally as the proper prelude to describing the ideas which have sparked the firm's gratifying growth.

From the first, he says, the robust infant has been an "experiment." Vogue has *not* done some of the things which many drycleaners apparently consider essential to thriving business, but has rather stressed some things which were felt to be positive approaches to its potential market.

Mr. Jansen particularly stresses one point: It is his sincere conviction that the cleaning industry could increase its volume by one billion dollars annually—virtually double it—if people could get their cleaning done *when they wanted it*. The average drycleaning customer has no more clothes than he can afford to buy, which means that he is one of the great majority of short-wardrobed Americans. If he can get his clothes cleaned and back the same day, he will bring them in when they need cleaning. But if he

knows he will have to wait three or four days, the gravy spots will pile up, his suit will be more difficult to clean when it does come in, and the cleaner will be lucky if he sees it once in three months.

With that theory as a foundation, everything Vogue has done has been aimed at *creating* its own new volume. It has never attempted to attract volume away from competitors, although its expansion would indicate this has happened to some extent.

Here is what Vogue has done to achieve its patronage:

1. Quality. Taken for granted by Vogue, as by every modern cleaner who expects increased patronage or who, for that matter, expects to hold what customers he has. From the first, Mr. Jansen determined to use only the most modern equipment and methods, instill in employees the necessity for due care in the cleaning process, and let the quality take care of itself. It has.

2. Speed. If Mr. Jansen were to single out one "success" factor in his operation, it would be the ability to offer at least three-hour service to any customer at any time. *Standard* service is eight hours; if a garment is in before 11:00 a.m., it will be back at any one of the stores by 5:00 p.m. Vogue offers—and means it—three-hour service from any one of its stores. And here is what is important: The firm has always kept its expansion one jump *ahead* of increasing volume, so

that it would never be forced to compromise on speed.

3. Stores and Location. Vogue operates a cash-and-carry business only, in the belief that plenty of stores, strategically located, offset the advantages of delivery service. These stores have to be conveniently located. Store hours are from 7:00 a.m. to 7:00 p.m. This combination provides for natural "stops" for the cleaning customer on normal shopping or business tours.

Before Vogue opens a call store, management does three things: (1) It surveys the surrounding businesses (if independent, with no axe to grind) such as drugstores, grocery stores, etc., for customer traffic. It has found them cooperative and willing to be frank about the value of the location for customer traffic. (2) It ascertains that there are sufficient parking facilities, and (3) that they are not on the same main traffic artery served by another of Vogue's call stores, for obvious reasons.

Vogue will pay a premium price for a choice location. Aside from standardization of outside neon signs (script *Vogue*) it does nothing unusual in the way of outside appearance, except for insistence on a modern facade. Inside, the main consideration is cleanliness and prominent display of hanging garments, with ample counter and incoming-garment storage space. The big factor: location in regard to normal shopper traffic. Distinctive appearance, once adequate identification is established, is not a commanding factor, in Mr. Jansen's opinion.

4. Pricing. The base unit price in Salt Lake City ranges from a cut-rate

89 cents to \$1.15, averaging out at about \$1.10. Vogue's price is \$1.25 for cleaning, regardless of whether three-hour or standard eight-hour service is requested.

Pricing was one of the series of "experiments" in the Vogue operation. The firm does not stress price, either in advertising or in customer relations—and it has never had a customer complain about its higher-than-average rates. The management does not think the customer is price-conscious, and experience has borne out this belief.

In Mr. Jansen's opinion, if a cleaner advertises or offers a cut price he is defeating his own purpose, because he is making the customer price-conscious. A price-conscious customer will total what he spends on cleaning in terms of, say, a month or a year, and in the face of a rather large figure conclude that cleaning is a "luxury" which must be trimmed.

5. Advertising. A local (no national tie-ins) advertising agency handles Vogue's campaigns. The firm uses all media (newspaper, radio, television) and stresses speed, convenience of location, and its name. The last is considered most important. Prices are never advertised.

The advertising budget will vary from a low of 3 percent to a high of 5 percent of volume, and is preset according to expansion plans for the year. For example, if the firm is adding plant facilities, it supplements its advertising campaign until volume approaches capacity, then "turns it off" while it adds a plant or utilizes expansion space in an existing plant. Volume is never allowed to catch up to actual capacity, even if it means dis-

rupting or cancelling a preset advertising campaign.

Vogue may be known as a "soft touch" for any charitable or civic group wanting prize contributions (prizes of so much in cleaning) for drawings, etc. That, to Mr. Jansen, is the best type of advertising possible. He insists on announced credit for such contributions.

Vogue offers no premiums (prizes, volume discounts, etc.) for patronage.

6. Management. Vogue has a "multiple management" arrangement, with definite delegated responsibilities. Mr. Jansen is president of the company, and assumes the role of sales manager. The general manager is also manager of a cleaning plant, and each of the other two plants has an in-plant manager. Each of the plant managers is responsible for supervision of the call stores serving his plant.

Each call store employs two counter girls, each with specific duties but neither "in charge" of the store. Plant managers make occasional "spot checks" on the call stores in a strictly informal, "can I help you in any way" manner. Customer complaints are referred to plant managers from each call store; the managers have authority to make any adjustments or decisions necessary.

Semimonthly meetings of all counter girls are held, at which time any problems are discussed frankly and freely. Once a month the "key" people in the production plants meet to "take the management apart"—and do so, too, if occasion warrants—frankly and thoroughly. This includes head silk finishers, assemblers, sewers, spotters, etc.

Vogue has found its employees vitally interested in the management of the operation, and willing and able to make valuable suggestions. They are completely free to get anything "off their chests" at these meetings, with no intimidation.

All of these factors "fit" into Vogue's rapid growth and acceptance in Salt Lake City, Mr. Jansen believes. Certainly some are more important than others. He concedes he may be doing some things wrong, but is convinced the trump suits are: (1) A positive approach to the market—making quality, speed and convenience apparent to the customer; (2) keeping price secondary to prevent price-consciousness; (3) keeping Vogue's name before the public in a well-balanced advertising campaign; (4) keeping expansion ahead of volume, thus never compromising speed and quality, and (5) through sound management-employee relations, maintaining a staff capable of meeting problems and solving them without disrupting production. # #



"I don't think he's being persistent, George . . . you're just using too much back-spin."

...GETTING THE

inside story



Over one hot summer weekend our man took a trip up to Portland

—Maine that is. Monday he went around calling on various drycleaners with

Bill Knox, one of Stauffer's Perchloroethylene distributors in the 'down east'

area. In taking time out to have lunch down

near the waterfront where the fish-

ing boats unload their cargo of lobsters,

haddock, and cod, they had a chance to

discuss how Bill

felt about handling Stauffer Perk. "There's nothing too exciting about the

actual mechanics of being a distributor for dry cleaners," Bill believes,

"but it's the type of people you come into contact with,

which makes the real interesting job. Now, for instance,

the fellows I deal with at Stauffer know their business—nice guys to get along

with and helpful, especially when I run into a temporary shortage. If the in-

ventory is suddenly drained, all I have to

do is pick up the

phone and a shipment is right there! And that brings me

to the product itself," Bill continued. "From the perform-

ance standpoint, Stauffer Perk really stands out as a leader. My customers

say so, too!"

Our man is liable to turn up anywhere from Maine to
California on a job—following the diverse
paths of Stauffer Perchloroethylene.



STAUFFER CHEMICAL COMPANY

380 MADISON AVENUE, NEW YORK 17, N. Y. • SALES OFFICES IN PRINCIPAL CITIES





WHITE SWAN SANTA makes friends in every block as he covers route with driver, tosses candy to thrilled admirers

Santa Rides the Trucks

*Candy-dispensing visitor makes friends
of children, customers of their parents*

CHRISTMAS PROMOTION works as well for drycleaning and laundry services as it does for retail merchants, especially when it is carried out with the care and originality displayed by White Swan Laundry and Dry Cleaning Co. in Mobile, Alabama. This firm's unique annual promotion has definitely won the approval of the entire community.

The company's own full-time Santa Claus, appropriately attired and carrying a bag full of candies for the kiddies, is the focal point of the program which George Hilliard, White Swan manager, arranges every year. The promotion starts soon after the annual Christmas parade in Mobile. From then until Christmas Day, Santa rides the route trucks with the regular drivers.

The routemen carefully plan Santa's schedule and let parents know in advance what time they can expect the visit from Old Saint Nick. Late in the afternoon the drivers go back over

their routes if it is necessary to catch the young fry at home then.

Santa goes out on these calls with the traditional big red sack slung on his back. Inside the well-filled pack is an abundant supply of candy which is handed out in generous amounts. Santa and the driver also carry a supply of pamphlets to let parents learn about White Swan service.

Route customers are not the only ones to receive visits. The White Swan truck with Santa aboard stops to see every group of children it passes. Also, in preparing for these visits, the routemen make an effort to find out about any sick children or old people who would enjoy a visit from Santa and these calls are included in the schedule. Other regular stops for St. Nick the week before Christmas are local motor courts and motels where youngsters away from home are treated to a visit from the jolly old man in the bright red suit.

(Continued on page 100)



EARLY PLANNING for promotion starts as Manager Hilliard selects Christmas garment bag

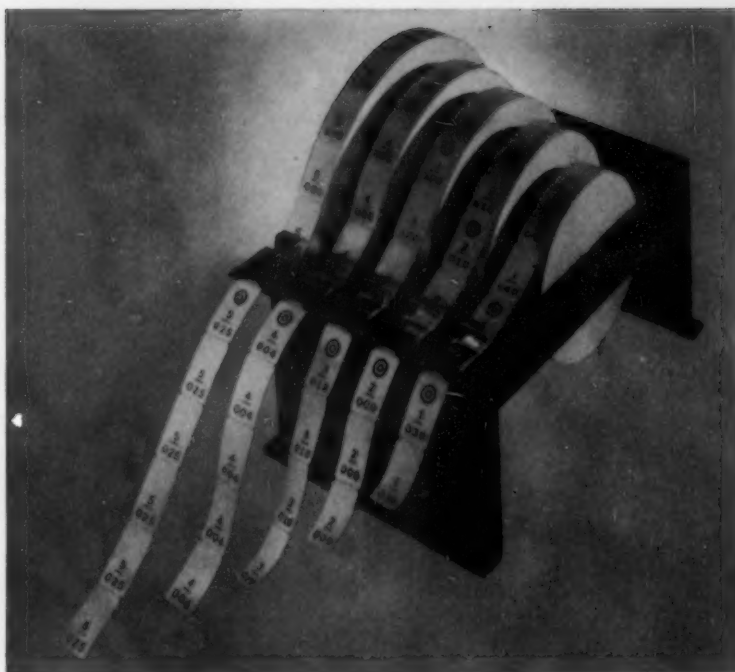
NATIONAL CLEANER & DYER

See it at Philadelphia
Convention Booth 812

ARMA'S

Redi-Count and Redi-Mark Rolls

Save Time and Money



- Cost less than most tags
- Speed Marking and Assembly
- Eliminate stray and lost pieces
- Control orders from start to finish

Compare the marking system you now use with the Arma Redi-Count Roll Tag system and you'll see these advantages:

Lower cost—Roll tags are actually cheaper than day tags.

Faster assembly—At a glance, you can tell when an order is completed, ready for bagging. One-piece orders can actually by-pass the assembly.

No marking to do—The customer identifica-

tion and number of pieces in an order are already printed on the tags. A look at the tag tells how an order stands. If an internal error is made, it is caught almost immediately. No hunting around and re-checking are necessary to make certain all the garments are in.

Custom-made—Roll tags can be specially printed to suit your particular needs. They're excellent for large or small plants, laundries and package stores.

See your jobber or send for free additional information and samples today!

Pittsburgh Tag Company

1112 Galveston Avenue

Pittsburgh 33, Pa.



PROSPERITY

KARBATE CONDENSER

... of the unexcelled
Prosperity-engineered parts
supporting Prosperity's claim
of efficiency, economy
and long-sustained service

the Karbate Condenser has proved
most efficient in condensing
solvents . . . non-porous,
non-corrosive and
trouble-free . . .
in hundreds of plants
no Karbate Condenser has ever
failed in normal use

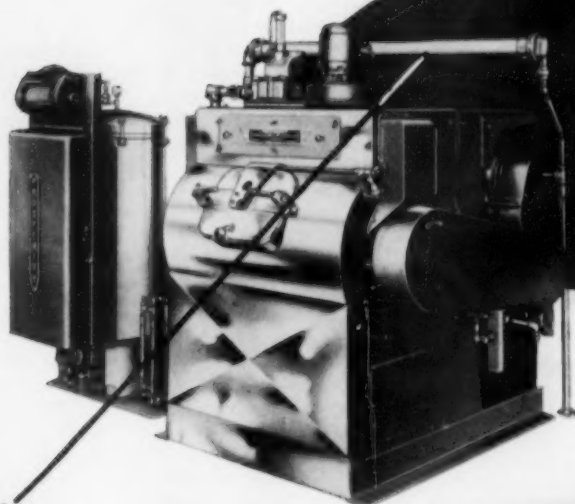


HAS THE COMPLETE MANUFACTURING FACILITIES TO
ALL PROCESSED PARTS* FOR ALL PROSPERITY EQUIPMENT

*EXCLUSIVE OF REPAIRS

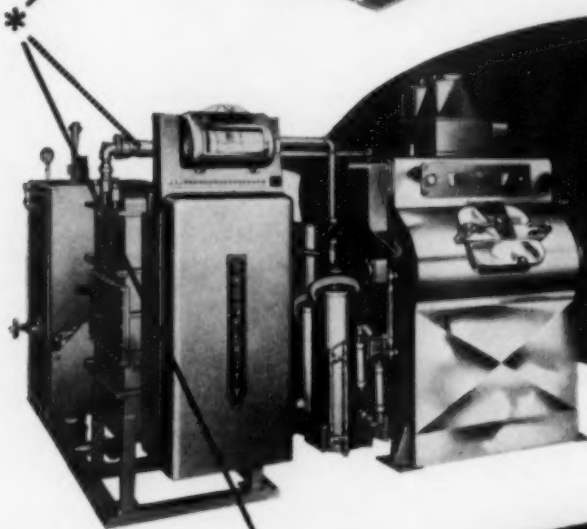
PROSPERITY *Fully-Automatic* CLEANING UNITS

PREFERENCE of QUALITY CLEANERS, EVERYWHERE



FULLY-AUTOMATIC SYNTHETIC CLEANING UNIT

Automatic operation of the complete Prosperity cleaning cycle. All operations in correct sequence, full-time and on-time. It's push-button operation for the plant with limited help. Full recovery, fully enclosed . . . can be used with straight solvent, charged soap or soap to each bath. Minimum floor space. "Prosperity" and "Per-chlorethylene" (the nonflammable efficient solvent) have been longest allied with quality cleaning.



FULLY-AUTOMATIC SYNTHETIC CLEANING UNIT

Full recovery, fully enclosed. Flexible operation permits the use of any kind of soap or straight solvent. Top quality cleaning at the rate of 70 pounds per hour with charged soap, or 100 pounds per hour with straight solvent.



FULLY-AUTOMATIC SYNTHETIC CLEANING UNIT

Non-recovery machine. Adaptable to any kind of soap or straight solvent. Unsurpassed quality cleaning at the rate of 160 pounds per hour with charged soap, or 240 pounds per hour with straight solvent.

FULL-FLOATING
SPRING MOUNTINGS
AVAILABLE

The **PROSPERITY**[®]
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS
Company Inc.

Main Office and Factory, Syracuse 1, N. Y.

Sales, Service and Parts in Principal Cities



SAVE MONEY INSURE GARMENT SAFETY with the Arrow P-22 Hand Stapler



Laundries and dry cleaning plants lose thousands of dollars each year through faulty methods of attaching identification tags to items. Prevent loss of items . . . SAVE MONEY in your own plant by attaching tags the SAFE, SURE way—with the ARROW P-22 Hand Stapler. Just REACH and SQUEEZE . . . PRESTO! Tags are stapled securely to garments. This is your insurance against garment loss.

Buy from your supplier
Write for jobber set-up



ARROW FASTENER COMPANY, INC.

ONE JONICA STREET BROOKLYN 12, N. Y.

(Continued from page 96)

For special trips through the downtown area, the truck gets a motorcycle escort and Santa tosses out his favors to the throngs of youngsters in town during the Christmas rush.

Mr. Hilliard says the response is terrific. When the idea was born five years ago, he himself acted as Santa part of the time. Talking about how the kids respond he says, "There's just something in their eyes that you can't describe. It's an experience you don't forget."

As the idea grew and more and more and more children looked forward to the visits, Mr. Hilliard found it advisable to hire a Santa instead of using routemen to do the job. Last year he hired an ice cream salesman who was not doing much ice cream business during the Christmas season. This man was already well acquainted with the youngsters in town and proved a huge success.

It is amazing, says Mr. Hilliard, how many parents insist on having Santa come into the house and also ask him to pose for pictures by the Christmas tree. Santa also comes in for a certain amount of wear and tear as he is begged to consume special portions of candy, cake and Coke proffered by his young admirers.

The commercial aspect of this whole promotion is kept at a minimum. Of course, while Santa is doing his part with the youngsters, the driver is making deliveries. Special bags bearing the White Swan name carry out the Christmas theme in red-and-white.

Mr. Hilliard purchased the Santa Claus suit in New Orleans, where it was made to order of red corduroy with white fur trim and a generous sprinkling of bells. This year he hopes to get a new suit and a wig and beard of better quality. Constant eating of candy has left its mark on Santa's white beard.

The expense of the Santa promotion is small in comparison to the huge number of favorable comments that come from parents, Mr. Hilliard reports. Santa is paid \$5 a day.

The candy, which includes individually wrapped suckers with safety sticks and peppermint sticks, runs around \$75 for a generous supply that usually more than does the job.

At the White Swan plant, the Christmas theme is carried out annually with a 7-foot tree on the marquee. This is no ordinary tree, either. Nick Klip, who is well-known for his work on lighting the famous floats of Mardi Gras parades in Mobile, installs

the impressive fir tree which is sprayed with white paint. The tree is mounted on a revolving base. On the first turn red lights shine on the tree; on the next turn all white lights are lit; on the third turn the tree is lighted in blue, and on the fourth turn it is a red-white-and-blue tree.

The cost of this entire tree arrangement, including the rental of the turntable base, is \$50.

While there have been instances of direct sales results from the Christmas promotion, Mr. Hilliard says that is not what he is looking for. He is satisfied and highly pleased, instead, with the goodwill aspects.

Rules for Promotion

In talking over how other cleaning and laundry firms might use this idea, Mr. Hilliard says one of the most important "Don'ts" is, "Don't neglect any sections of the routes." Again the White Swan manager emphasizes the importance of planning the Santa schedule so parents will know in advance and can be sure to have their children at home and thus avoid disappointment. This is obviously promotion for goodwill and if some customers felt slighted, the idea could backfire.

Mr. Hilliard also warns, "Don't let Santa deliver anything but the candy he already has in his pack. Some parents have requested White Swan to deliver Christmas presents for them." He believes this is risky since neighbor children will feel cheated if they see Santa give one child an expensive present while he gives them only a piece of candy.

On the "Do" side Mr. Hilliard, who is the father of three children himself and knows their psychology, says to be certain to let Santa be generous in giving the candy to any and all children in sight.

But as most important on the list of suggestions Mr. Hilliard rates *safety first*.

"We try to have two people ride the truck with Santa," he says. "Extra caution is needed because children, seeing their jolly old bearded friend, will often dart out into the street without looking. And sometimes they follow through the streets after the truck."

After each stop the extra man checks before the truck moves to be certain no youngsters are under or in front of or behind the truck in the street.

Drivers have sometimes even had to stop and go back a couple of blocks to return little ones who followed Santa and didn't know how to get home. But that's part of the job when White Swan brings Santa to town. #



How to make your helper a "Second-Story" man

Ever counted up the first-floor rug cleaning jobs you handle where you DO NOT get the second-floor work? Actually, you may be losing a nice bit of money on "upstairs" cleaning . . . *simply because nobody wants to carry a heavy 65 or 70 pound cleaner up and down!*

Today MULTI-CLEAN has the remedy for that situation . . . the new 29 pound D-100 . . . so light you can pick it up and carry it with one hand, yet sturdy, powerful, and built for years of service. It's the ideal auxiliary unit to go with your regular MULTI-CLEAN MCV-214 or 220 vacuum.

To understand what a money-maker the D-100 can be for you, look at the price, then look at these *features*: wet or dry pickup . . . welded all-steel 3½ gallon tank . . . 66" water lift . . . 30' safety cable . . . safety fuse shut-off to protect from flooding . . . 4 swivel casters. Hose, wand, floor tool, hand tool and intake adapter are all included in the \$152.50 price.

The D-100 is the newest member of the famous MULTI-CLEAN line of equipment for the professional rug cleaner.

Other MULTI-CLEAN products include heavy duty rug scrubbing machines in sizes from 12" to 22" for both on-location and in-plant work, heavy duty wet-dry vacuum cleaners in sizes up to 16 gallon capacity, the new, self-contained "Professional" upholstery cleaning machine, and rug cleaning shampoos.

MULTI-CLEAN'S 29 LB. D-100...

only **\$152⁵⁰**

PRICE INCLUDES ATTACHMENTS WORTH \$32.70

MULTI-CLEAN®
PRODUCTS, INC.



MULTI-CLEAN PRODUCTS, INC., Dept. NC-115
2277 Ford Parkway, St. Paul 1, Minnesota

● Gentlemen: Tell me more about the "D-100" and how it will increase my profits. I'm also interested in:
☐ Industrial Vac ☐ "Professional Unit" ☐ Scrubber ☐ Shampoos

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

N.I.D. NEWS

Spot Survey: To improve research and educational service for its 8,500 members, NID polled 2,000 graduates of its Silver Spring, Md., school to discover what types of spots and stains the country's drycleaners encountered most frequently. The survey revealed that gravy and food spots led the list, and blood stains were second.

The results have been divided into groups for easy identification. Almost one-third of the stains are in the "albuminous" category. More than one-third of these are from gravy and food. "Caramelized Sugar-Tannin" groups cause one-fifth of all stains, according to this survey.

##

International Flavor: NID headquarters in Silver Spring, Md., has been host recently to a number of foreign visitors.

Mrs. Anna-Liisa Wintol is headmistress of the Institute for Furthering Vocational Skills, Helsinki, Finland, and Miss Lisette Cokleberg is associated with the Training College for Teachers in the Womens Trade, Brussels, Belgium. Both spent considerable time with Dr. Dorothy Siegert Lyle, NID director of consumer relations.

Paul Truman, who spent a full day visiting the NID facilities in Silver Spring, is a director of Mary May Ltd., drycleaning firm in Sydney, Australia.

##



GRADUATES of ninety-first NID general course are, left to right, first row: Ralph E. Grewe, Taylor Laundry & Dry Cleaning, Aberdeen, S. D.; Melvin L. Johnson, Advance Cleaners, Topeka, Kans.; Carroll J. Facht, Peoples Service Laundry & Cleaners, Inc., Baltimore, Md.; Joseph D. Brylie, Valet Service, Ft. Wayne, Ind.; Marjorie R. Creech, Palmetto Laundry & Cleaners, Greenville, S. C.; Carrie Mae Frazier, Newman & Lunson, Washington, D. C.; Elizabeth W. Harrell, Cannon's Cleaners, Hertford, N. C.; William N. Yeargin, Mac's Dry Cleaners, Anderson, S. C.; Robert Kent Pollard, Pollard's Cleaners, Hale Center, Tex.; Clarence Jordan, Washington, D. C.; Edward N. Price, Jones Dry Cleaning Co., Inc., Charlotte, N. C.; Lin Chong, New Way Cleaners, Rock Hill, S. C. Second row: James E. Cunningham, Gallagher's Laundry & Dry Cleaning, Washington, D. C.; Harold Eagle, Sanitary Cleaners, Inc., South Norwalk, Conn.; James F. B. Hutchinson, Hutchinson Cleaners & Dyers, Butler, Pa.; Francis M. McCullough, Poinsettia Cleaners, Los Angeles, Calif.; L. MacKay Smith, Toilet Laundries, Ltd., Montreal, Can.; Pete Kyros, Liberty Cleaners, Kearney, Neb.; Donald E. Pascoe, Miami Laundry Co., Miami, Fla.; Richard S. Kelchner, Kelchner Cleaners, Kutztown, Pa.; Robert E. Alexander, Humboldt, Tenn.; Raymond J. Tiranno, 1 Hour Fashion Cleaners, Buffalo, N. Y. Third row: William N. Bourland, Monarch Laundry, Ft. Worth, Tex.; David F. Hudson, Van Wert, Ohio; George R. Ruffing, Jr., Swift Cleaners, Delray Beach, Fla.; W. Donald Darby, Washington, Kans.; John G. Ireland, Initial Services, Ltd., London, England; Roy M. Templin, Templin Cleaners, Birmingham, Ala.; Paul Thur, Brooklyn, N. Y.; Edwin E. Cubine, Ridge Cleaners, Lake Worth, Fla.; Wayne H. McDonald, Slayton, Minn.; Herman H. Adams, Lucas Dry Cleaners, Greensboro, N. C. Fourth row: Curt H. Wild, Barnet Inc., Philadelphia, Pa.; Joseph P. Healy, Pioneer Laundry Corp., Washington, D. C.; Arnold L. Kwikkel, Hull, Iowa; Dan E. Goodfellow, Wobbe Cleaners, Springfield, Ohio; Leonard J. Kronsberg, Baltimore, Md.; Thomas D. Kimmel, Kimmel Cleaners, Upper Sandusky, Ohio; Richard W. Tarnutzer, Lake Mills, Wis.; Daniel S. Miler, Warwick Laundry & Cleaners, Columbia, S. C.; Jack DeJong, Hillside Laundry, Paterson, N. J.; Philip B. Wagner, Sam Blue Dry Cleaning, Phoenix, Ariz.; Ronald Feinsilver, Portsmouth, Va.; Chester L. Stephenson, Colonial Valet, Inc., Alexandria, Va.

##



First Gray Scholarship Awarded: As top man in the 91st NID General Course, Don Darby of Washington, Kans., won the first John Gray Memorial Scholarship to the Management Course. Mr. Darby (shown center left with Mrs. Darby and Norbert J. Berg, NID General manager), was sponsored by the Veterans Administration and is not yet associated with any cleaner. He immediately started the four-week Management Course on September 26.

Runners-up for top honors were Daniel S. Miler, Summerville Laundry and Cleaning Plant, Summerville, S. C.; William N. Bourland, Monarch Laundry, Fort Worth, Tex., and Donald E. Pascoe, Miami Laundry Com-
(Continued on page 106)

CAL'S CHARGE

THE DRYCLEANING SOAP WITH

BUILT-IN

MOISTURE CONTROL

Cal's Charge at only 1½% gives moisture cleaning results or dry results as you choose. Moisture stock is used but there is no moisture carry-over when you want dry loads.

Cal's Charge gives you more accurate moisture control and excellent cleaning—the highest percentage of pass-ups without wrinkling, loss of sizing or shrinking. Yet, you charge with far less soap. At only 1½%, Cal's Charge holds up for days showing the same soap percentage. You get dazzling whites and brilliant colors load after load. The soap stays in the solvent where it belongs . . . doesn't come out on garments or in the filter. ALL IN ALL, you get better moisture control, lower soap consumption and cleaner garments.

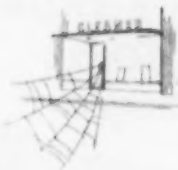


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YOUR JOBBER IN 55, 30, 15
AND 5-GALLON DRUMS**

CALED PRODUCTS CO., INC.
BRENTWOOD MARYLAND



HOW TO OBSOLETE YOUR COMPETITOR'S PLANT



A good way to improve business

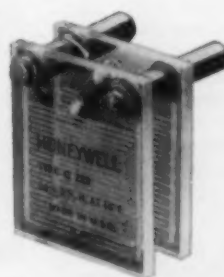
Deliver cleaning of consistently higher quality and you'll pull ahead of competition.

You *get* higher quality cleaning with Honeywell humidity and temperature controls. Sensitive, accurate control of your dry cleaning solvent is *certain*. Your plant becomes more modern, more efficient. Your competitor's will seem obsolete by comparison.

The result: little need for spotting. Bright colors. Less wrinkling, breaks, shrinkage. Less color bleeding, fabric piling.

The control systems that help produce this first-rate cleaning were developed by Honeywell, world leader in the manufacture of controls. They're ideal for any washer; ideal for either perchlorethylene or Stoddard solvents.

Put Honeywell humidity and temperature controls to work in *your* plant! Just fill out the coupon for *complete* information.



1 Exclusive new Honeywell gold-grid humidity control

At last—a practical, accurate, completely satisfactory system of controlling humidity in your cleaning solvent! Honeywell's precise electronic sensor with gold-leaf grid reacts instantly to the slightest humidity variation, signals the correct relative humidity adjustment automatically. You're sure of the *right* water supply, *all* the time. No moving parts; no danger from contamination within the solution or from percentage of soap concentration. Effective with both Stoddard and perchlorethylene solvents.



2 New, super-accurate Honeywell temperature control

You take no chances on inefficient cleaning because of cold solvent—or fabric damage because of runaway temperatures—when your system has Honeywell temperature control. Two systems, equally accurate, guard the quality of your work: *electric* for perchlorethylene solvent, *pneumatic* for Stoddard solvent. Both maintain precise control over temperature within prescribed limits. No guesswork; no danger of excessive fumes, fire or explosion at high temperatures. Your system is safer, more efficient with Honeywell in control.

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Manually controlled? ☐

My soap manufacturer is _____

I use ☐ Synthetic solvent ☐ Stoddard solvent

Name _____

Address _____

City _____ Zone _____ State _____

(Continued from page 102)
pany, Miami, Fla., who was also class president.

The principal graduation address was delivered by General Manager Norbert J. Berg, while the diplomas were presented by William B. White, NID's director of education.

##

Conference Scheduled: November 12 and 13 are the dates of the Management Conference to be held in Portland by the National Institute of Drycleaning management team of J. B. Dalglish, William B. White and H. C. LeRoy, in cooperation with the Oregon State Dry Cleaners Association.

##



THIRTY-FOURTH Management Course included students from seven states and Australia. Sessions began September 26 and ended October 21. Shown at their desks are, front row, left to right: William W. Masten, Matthey Laundry & Drycleaning Co., St. Louis, Mo.; Melvin L. Johnson, Advance Cleaners, Topeka, Kans.; Phillip B. Wagner, Sam Blue, Phoenix, Ariz.; Donald Darby, Washington, Kans. Back row, left to right: Fred Ham, Houston, Tex.; Ronald Feinsilver, Loyal Cleaners and Launderers, Portsmouth, Va.; Edmund M. Bourke, Bancrofts Dry Cleaners, Melbourne, Victoria, Australia; Robert H. Rathsmill, Joseph Rathsmill Cleaners, Philadelphia, Pa.; Harold Eagle, Brooklyn, N. Y.

##

ASSOCIATION NOTES

Local Meetings: Some 30 drycleaners and allied tradesmen attended the Rushville, Ind., meeting of the **South-eastern Indiana Dry Cleaning Association** held September 21. They saw a film on silk and wool finishing and heard Harold Koch, chief engineer of the Bryan Steam Company, speak on care and maintenance of boiler and return systems.

E. St. John Huberman was the guest speaker at the first speaker meeting of the season of the **Maryland Drycleaners Guild** held September 14. The program was arranged by Herb Sheppard, Atlantic Cleaning Company.

At the September 12 meeting of the **South Texas Cleaners & Dyers Association, Inc.**, President J. S. Wachob dealt with price rises and appointed a "Suggested Price" committee. Mrs. Nesbit, executive secretary, reported on plans to show the association's public relations film.

##

Neighborhood Cleaners News: November 14 has been set as the beginning date of the spotting and drycleaning course sponsored by the Neighborhood Cleaners Associations of New York. Bill Seitz and Hy Reiff are the instructors. Classes will be held twice weekly for 10 weeks, and are limited to 20 students.

The Nassau and Suffolk County members of the association joined together in the support of a newspaper advertisement to explain price rises.

The ad was headed, "Madam, here are the facts about Dry Cleaning Prices and Quality."

##

News From California: The next quarterly meeting of the California Drycleaners Association, Inc., will be held December 3-4.

Over 150 cleaners attended the recent meeting at Santa Barbara. Association business was conducted, a clinic was held and the board of directors approved the appointment of an insurance counselor for the association. W. H. Fieldcamp, 390 Park Ave., San Jose, was named to the post.

The first of a series of "Opportunity Schools" on both silk and wool finishing and counter, marking and assembling methods was held in Los Angeles at the Washington Cleaners and Dyers, Sunday, October 16. Other schools of this type are planned for San Diego, Riverside, Oakland, Sacramento and Fresno.

##

Training Aids in Lansing: Training films on finishing have been made available to members by the Lansing Dry Cleaners Association, through the courtesy of the Michigan Institute of Drycleaning. Al Krater, Crown Cleaners, has made available to the association his 16mm. sound projector for showing the films.

Also offered by the Lansing group

is a proposed training course for counter girls. The course will be open to employees of all drycleaners and will run for six nights. Employees of members will attend free, nonmembers will pay a registration fee of \$10 per person.

##

New Association Formed: Drycleaners of Wood River (Ill.) Township met September 21 to form a trade association. Regular discussion sessions will be held and the price structure of the industry in different localities of the county will be studied. Irving Smith is temporary chairman, Leo Wiemers of East Alton is vice chairman and J. B. Mock of Hartford is secretary.

##

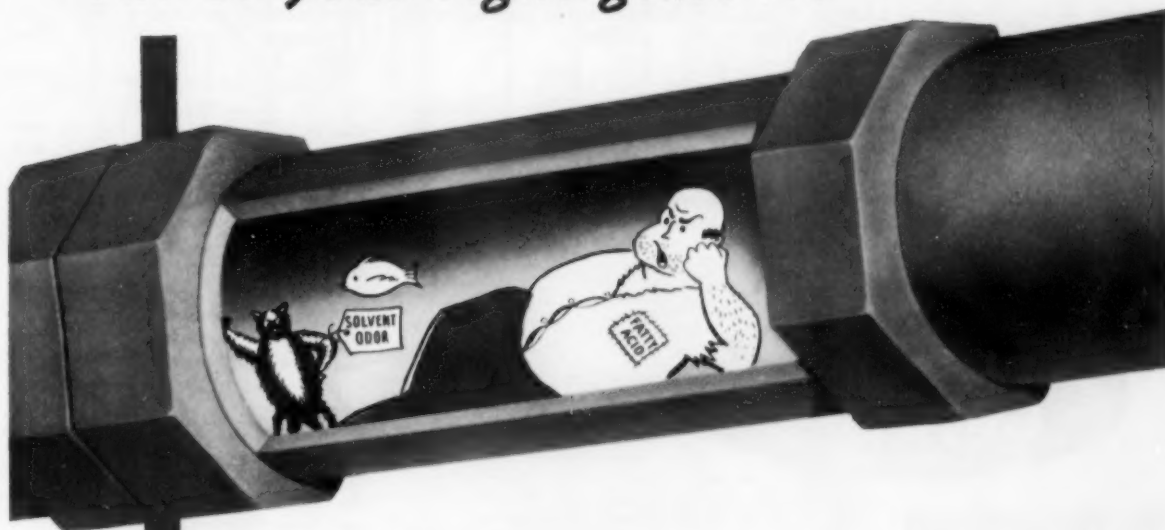
Connecticut Meeting: The Connecticut Launderers & Cleaners Association, Inc., has set December 2-3 as the dates of its fall conference to be held at the Hotel Statler, Hartford.

##

Technical Bulletin Offered: Loraine Bancroft, president of the Michigan Institute of Drycleaning, Inc., has announced a new service to MID members in the form of a monthly technical bulletin. The first bulletin deals with caramelized sugar stains.

Whatever method you use . . .

*You can keep these "sights"
out of your sight glass...*



with time-tested

Magnesol^{*}

Take a good, long look Mister! These are the things that can literally foul up the works . . . solid soil, fatty acid, non-volatiles, co-solvent and other trouble-making impurities. But they don't have to bother you . . . if you use MAGNESOL!

After sixteen years, Magnesol^{*} is still the time-tested adsorbent that guarantees clear, sweet solutions . . . load after load . . . no matter what cleaning method you use!

Don't risk these "sights". . . and customer complaints. Ask your jobber today for MAGNESOL, and for our new Bulletin "How To Use MAGNESOL".



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Signs of the Times

(Continued from page 16)

tions might even lead to prohibition of Class III plants by state and local ordinances, or requirement that they conform to the standards of Class II, or Stoddard solvent, plants.

In a letter to the NID, Ohio Fire Marshal Charles R. Scott points out that drycleaners who are violating Class III safety standards are "jeopardizing not only their own safety, but the reputation of their industry as well. The few pennies saved in solvent cost, or the few moments saved in drying

time, cannot possibly justify such disregard for the reasonable requirements for safety which were adopted at the request of the industry and enforced with their cooperation."

##

International Exposition: Foreign firms represented 22 percent of the almost 200 exhibitors at the international exposition of the drycleaning, dyeing and laundry industries held this past summer at Munich in Western

Germany. The exhibit was sponsored by the International Committee of Drycleaning and Dyeing, Paris, and the Central Association of Dyeing and Cleaning of Western Germany, Hanover.

England and the United States led the list of foreign exhibitors, which also included firms from France, Holland, Italy, Sweden, Switzerland, Belgium and Denmark. Many foreign visitors viewed the exhibits and attended the meetings, also international in character and dealing mainly with technical subjects.

Both German and foreign visitors showed great interest in the drycleaning exhibits, according to the trade magazine *Teinture et Nettoyage*, and a good deal of business was transacted.

An interesting feature of the exposition were model plants, one drycleaning and one laundry, to which the exhibitors contributed facilities and equipment.

According to our French contemporary, *Teinture et Nettoyage*, the meeting and exhibits were widely reported in the press.

##

Man-Made Fibers Gain: Consumption of man-made fibers increased by 1-205,000,000 pounds, or 353 percent, from 1937 to 1953, according to a report in *Modern Textiles Magazine*.

The use of man-made fibers in men's and boys' apparel in that period increased by 128,000,000 pounds or 376 percent, while the use of the natural fibers increased 161,000,000 pounds or 16 percent. Man-made-fiber consumption remained almost constant during 1952 and 1953—it was 163,000,000 pounds in 1952 and 162,000,000 in 1953. Cotton consumption increased from 890,000,000 pounds to 976,000,000 pounds, and wool from 198,000,000 pounds to 202,000,000 pounds in the same period. Consumption of man-made fibers was 12.1 percent of the total in 1953 as compared to 13.0 percent in 1952; cotton consumption was 72.50 and 71.0 percent and wool use 15.0 and 15.8 percent respectively in 1953 as against 1952.

Consumption of man-made fibers in women's apparel showed a gain of 92 percent compared with 31 percent for the other fibers in the period 1937-1953. Consumption of man-made fi-

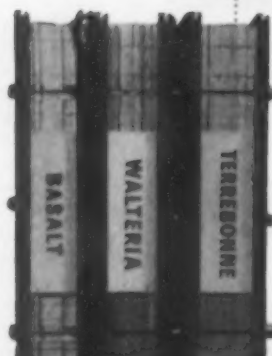
23,896 "Watchdogs"
Every Month...

That's the average number of laboratory tests we make each month to insure that every run of every Dicalite product will render uniformly high performance. (The actual number varies, and depends on the different Dicalite products run.)

22 people and 4 laboratories—one in each of the 4 Dicalite processing plants—are needed for this continual quality control. No other mineral, processed into powder form, is so closely controlled as to particle size and surface area. For these are highly important factors in most of Dicalite's many uses, either as filteraid, filler or in other uses.

Hence, the tests continue, lot after lot, recording flow rate, cake density, color, porosity, specific gravity and other characteristics. And our customer's laboratories often back us up with their own tests, giving high reports on Dicalite quality, Dicalite uniformity, and, all-important—Dicalite dependability.

Send for Bulletins—B-12, General Filtration; C-22, Use in Paint, Varnish & Polishes; F-52, Use in Paper & Pulp; F-552, Filtration of Potable Water; Filtration Manual for Dry Cleaning Plants.



Dependable
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DIATOMACEOUS MATERIALS

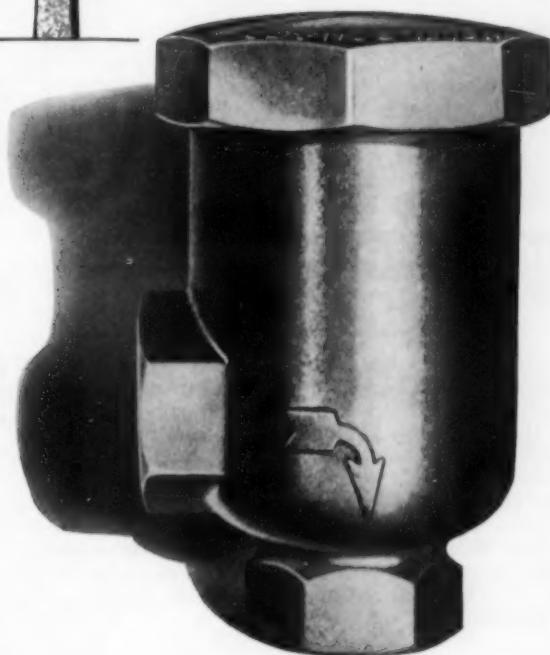
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TALK ABOUT

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Discharge orifice of 1" NICHOLSON trap (A) compared with other types of same size (B). Nicholson's greater—in every size!



Compare capacity of a Nicholson Steam Trap with any other trap of same size. Greater capacity—right across the board—means Nicholson Industrial Traps discharge condensate and air from steam lines and process equipment *faster, more effectively*. In toughest cleaning and pressing service, Nicholson's pay off 4 ways:

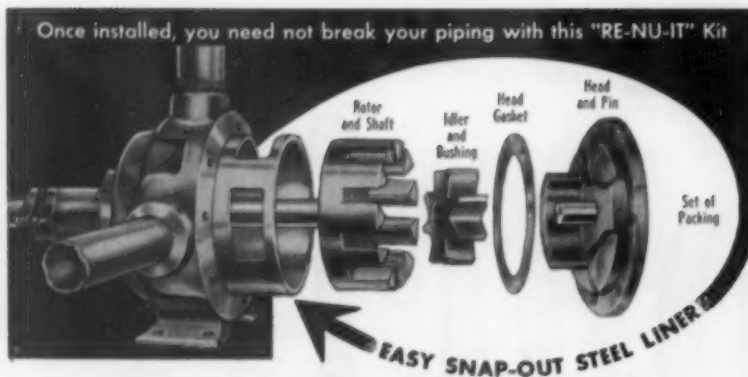
- lower initial cost—more for the money
- less upkeep expense—minor maintenance
- faster warmup—high, even temperatures
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Where performance counts, specify Nicholson. Write for Catalog 953.



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INCREASE PUMP LIFE

MAKE REPLACEMENT EASY

equip your plant with "VIKING RE-NU-IT" PUMPS and KITS

Here's the pump to keep your dry cleaning plant running at a profit. It's built to pump better and longer . . . but when new parts are needed, they can be replaced easily and quickly.

Break your lines once to install

this new pump, and then you have the BIG PLUS FACTOR . . . the "Viking Re-Nu-It" kit. Installing the "Re-Nu-It" kit only takes a short time with no special tools. No piping changed . . . no base disturbed . . . no out-of-line equipment. Get NEW PUMP operation this easy way.

Send today for bulletin A200Q.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

bers decreased from 362,000,000 pounds in 1952 to 330,000,000 pounds in 1953, while both cotton and wool consumption increased in the same period, cotton from 364,000,000 to 389,000,000 pounds and wool from 139,000,000 to 144,000,000 pounds. Percentage of man-made fibers was 31.1 in 1953 against 41.7 in 1952; wool was 16.6 percent in 1953 against 16.0 percent in 1952, while cotton increased from 41.9 to 44.9 percent.

##

Local Ordinance: The Middletown, N. J., Township Committee has passed an ordinance limiting to 10 the number of persons that can be employed in a drycleaning establishment.

##

Tax Appeal Procedure: The Small Business Administration has issued a new leaflet explaining methods by which a small business owner can appeal the Internal Revenue Service findings on his income tax.

If a company owner does not agree with the findings of Internal Revenue he can appeal his case both in Internal Revenue and in the United States Courts. The leaflet and accompanying chart give detailed explanations

of the various steps in appeal procedure including preliminary findings, formal protest, appellate procedure and the tax court, procedure after the 90-day period, and the U. S. Court system.

The leaflet, "Appeal Procedure for Income Tax Cases," is No. 64 in the Small Business Administration's series of Management Aids and can be obtained from all SBA field offices.

##

Award Winner: Stin-Tex Cleaners, Ardmore, Okla., was the recipient recently of a "Gold Seal of Progress" award presented by the local Chamber of Commerce.

##

Birth of a Panel: The city of Memphis, Tenn., is establishing a fabric arbitration panel to decide on controversial complaints of damage to fabrics. The panel will be composed of two consumers, two retailers, two laundry-cleaners and one Better Business Bureau representative.

##

From Darkest Africa: The indomitable British balk at nothing and lose no time in bearing the comforts of

clean clothes to the most remote corners of the Empire. For example, have a look at "the flying Perrems"—more formally known as Mr. and Mrs. H. Perrem of Umtali, Southern Rhodesia, owners of a laundry and drycleaning plant in Umtali.

The English publication *Power Laundry* informs us that the Perrems have "opened a new business in Blantyre, Nyassaland, and are about to open yet another in Kitwe, a prosperous copper mining town in Northern Rhodesia. Thanks to their aeroplane . . . traveling around their various enterprises is, they claim, an easier task than falls to the directors of some of our companies who have to make similar journeys on British roads."

Letters to the Editor

(Continued from page 12)

rection, if you feel the situation warrants it.

LEON TESSLER

Tessler Brothers (B. C.) Ltd.

Vancouver, B. C., Canada

Our figure should have read 25 percent. This error was due to an unfortunate transposition, and was not intended as a reflection upon the cleaners of Vancouver, B. C.

—EDITOR

Open Door in Australia

To the Editor:

A short time ago you were kind enough to publish a letter from a member inviting drycleaners from overseas to visit Melbourne, Australia, for the Olympic Games in 1956. Would you perhaps repeat the invitation, as we have quite a few drycleaners here who would be really happy to billet visiting drycleaners, with or without their families, and we are feeling disappointed at the small response. Surely the attractions of Australia cannot be known overseas. With this thought in mind, we enclose some high-pressure literature dealing with the charms of this country.

We are looking forward to welcoming the only acceptor, an American drycleaner who has been here before. Obviously a satisfied customer, with personal experience of the charm of the Australian scene.

B. DONAGAN

The Coat Hanger Club

Box 17, Balaclava P. O.

Balaclava, Victoria, Australia

NATIONAL CLEANER & DYER



THIS PLANT THRIVES ON QUALITY



HENRY MENARD OF EDGEWOOD CLEANERS, LAKEWOOD, RHODE ISLAND, has a reputation of quality with customers all over town. And it pays as you can see in the added wing to his building.

From counter to bagging, he keeps a watchful and helpful eye on all operations; for with due respect to the promotional ideas he has tried . . . he can tell you emphatically that it is quality that brings back customers.

Edgewood insists on patented **ALROLENE** and keeps daily cleaning records to justify his selection. Always profit-minded, he knows he gets more with **ALROLENE**.

And he's proud to use the detergent favorite of select dry cleaners from coast to coast . . . his window, walls, door and cleaning tell his customers that he uses *only the best*.

Maybe you should know about **ALROLENE**. Write for literature and appointment with our representative.

***ALROLENE** is Geigy's Trademark for Dry Cleaning Detergents

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Gentlemen: Please send us more information on
Alrolene for use in:
☐ Batch System
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QUESTIONS and ANSWERS

Unserviceability Of Faille

I have a dress which is probably a "wash job." The weave is already disturbed under the arms and the dress is in a soiled condition. I do not like to wetclean this dress for fear that the weave, in part or full, may be removed. Is this garment unserviceable? What type of material is this?—A. D. C., Michigan

The fabric sample you sent us is known as faille. This fabric has been causing considerable difficulty to dry-cleaners throughout the country.

Faille is made by weaving a lustrous rayon yarn over a heavier cotton yarn. This gives a rib-weaved effect with the rayon providing luster.

The problem lies in the fact that any moisture whatever seems to cause a swelling of the cotton filler yarn. When this happens, it causes a general pull-up or shrinkage throughout the garment. Faille is a difficult fabric to spot without causing a severe spotting ring; this may be due, in part, to sizings or resins that have been applied to the fabric.

Garments of this type must be cleaned without any moisture present (the moisture of steam in finishing is often sufficient to cause shrinkage). It is not advisable to wetclean this type of garment, as the customer will probably never be able to wear it again.

This garment can hardly be considered a very serviceable one, and it would be wise to inform the customer that we are very limited in cleaning procedures on such fabrics, and that they should not let the garments get severely soiled.

Wave-Lotion Damage

Could you tell us what caused the fading of the collar on this dress?

—E.L.C., Georgia

The loss of color at the back of the neck of this garment was caused by the solution used for cold permanent waves. Since the advent of the cold wave this type of damage has become fairly common because the solutions contain reducing agents, such as thioglycolic acid, that damage dyes.

Unfortunately this loss of color often does not become apparent until the garment has been cleaned. Then the customer, unaware of the damage

caused by the solution, believes that the drycleaner is at fault. However, this is not the case. The damage would have taken place whether or not the garment had been cleaned.

Shoulder Pads

These shoulder pads caught on fire when they were cleaned in a cabinet drier at 120 degrees Fahrenheit. They were bought ready-made and put inside a coat. What are these shoulder pads made of?—C. C., Louisiana

These shoulder pads were made of sponge rubber, bonded together with some wool fiber.

The remaining charred pieces are still very inflammable and burn fast when a match is applied. When a solvent was present, they became more inflammable. Under these conditions, it may be that the temperature in the drying cabinet was sufficient to cause a fire in these pads. Shoulder pads of this type have also been the source of a number of tumbler fires.

These pads cause difficulty in some cases due to solvent rings caused by an excess of solvent remaining in them. The sponginess and springy feel might give the cleaner a clue that such pads are present in the shoulder.

Dress Discoloration

Can you tell us what caused the discoloration of this black dress?—P. B. C., New York

The yellow discoloration present in this dress is due to a bleeding of the yellow component of the black dye used on the garment. This yellow dyestuff is fugitive in plain water, therefore any application of water from any source could have caused a bleeding of this yellow dyestuff.

The garment contains a water-soluble sizing that might have caused a loss of dyestuff as the sizing itself is removed from the fabric.

There is a possibility that this yellow dyestuff can be flushed from the garment and then either quickly blown dry to stop further bleeding, or rerun in a washer charged with one of the charging detergents. It may be possible to clear some of the discoloration this way.

Dyestuffs that will not withstand plain water without bleeding can hardly be considered serviceable.

Unserviceable Green Dye

Why did the color of green in a flower of this drape come apart and fray out?—C. C., Kansas

The problem of the damaging effect taking place within the green figured areas of draperies has become quite serious. The National Institute of Drycleaning recently published a bulletin which deals with this problem.

Evidently the effects of sunlight and humidity of the atmosphere are causing a chemical reaction to take place within the green dyestuff which severely weakens the fabric. This is not apparent before the fabric is cleaned but it seems that the normal mechanical action required in the cleaning process is sufficient to cause this weakened fabric to fall apart.

This damage is due to a failing in the dyestuff and cannot be attributed to the cleaning operation.

Bluish Stains on Rayon-Cotton Faille

The customer claims these bluish stains were not in the garment when she sent it in. Can you remove them? What is the cause of the stains?—E. L., Pennsylvania

We have examined the stains on this garment under ultraviolet light. From this examination, it appears that the stains are in the nature of a carbon-type soil.

This type of stain is at best difficult to remove. In this case, the problem is even greater because fabric of this type (rayon-and-cotton faille) is difficult to work on so far as stain removal is concerned.

I would suggest that you try pre-spotting these stains with a moisture emulsion. Such emulsions are usually combinations of a commercial spotting agent to which water is added or one of the drycleaning detergents to which some water is added (a common formula in use is: one part detergent, 2 parts solvent and 3 parts water).

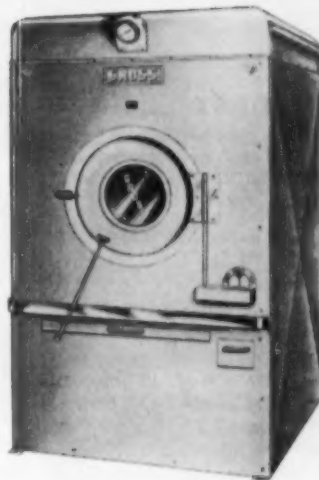
Spot the stained areas well with this emulsion and then reclean the garment. After drycleaning, further attempts on the spotting board could be the use of a neutral lubricant and ammonia. It would be inadvisable to

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The GROSSAIR PERK-CLAIMER, by a unique dual coil and continuous circulating system, reclaims the solvent almost completely! By a unique dual damper automatic system, fresh air is drawn into the tumbler and minute vapors discharged safely through the rear away from the operator while unloading tumbler. And an accessible new exclusive vapor-tight pin-n-button tray — plus the famous vapor-tight lint trap — make the operator's work simple and quick.



**3-SIZES for every purpose!
3-LOW PRICES!**



GROSS

MACHINERY CO., Inc.

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ORIGINATORS AND MANUFACTURERS OF THE
WORLD'S FINEST DRY CLEANING EQUIPMENT

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**42" GROSSAIR
OPEN-END TUMBLER**

**"The Fastest
Drying Time
in the
Industry"**



Designed and streamlined to the highest degree of drying and deodorizing efficiency . . . every technical advance known to industry . . . plus many exclusive developments pioneered by GROSS.

Like the GROSSAIR 36" and 38" Open-End Tumbler, this piece of equipment with easily-removable, built-in filter, is designed to balance great volumes of heat and air for drying and dissipating solvent vapors at low temperatures . . . faster . . . in less space . . . at less cost . . . than any other tumbler of comparable size.

"FREE-FLO" (Tubular or plate type)

GROSS PRESSURE FILTER

with Phenolic Coated Conel



The GROSS Filter has the largest net filtering area in the industry . . . plus the largest flow of solvent over the longest filtration cycle at the lowest operating pressure! If you want to prevent redeposition of grime on the garments . . . and have crystal clear water-white solvent as fresh as the breath of Spring . . . get GROSS.

**Write, wire or phone
for details!**

use any more wet procedures than absolutely necessary since shrinkage is a great problem with this type of fabric.

It is not possible for us to determine the exact source of this damage but it would appear that the jacket might have been dropped or was stepped on.

Coffee Stains on Felt

How can coffee spots be removed from a felt skirt? We used neutral lubricant and tannin formula; the general formula made no change.—C. C., New York

Felt skirts have been causing considerable difficulty to all cleaners throughout the country.

The problem hinges on the fact that the brown and blue dyes, used to form the black, bleed quite severely. The brown dyestuff bleeds first and to some extent with plain water, therefore anything used in the way of a wet-side spotting agent will cause some bleeding. The penetration and wetting-out property of a neutral lubricant will increase the bleeding. Ammonia will cause severe bleeding in the brown and blue dye. It is quite common to see this type of damage.

There is no satisfactory way to clean the garment despite the method of bleeding out all the dyestuff. These garments are not considered very serviceable.

Abrasion Causes Holes

Can you determine the cause of the holes in these two skirts and a shirt which were run through a drycleaning machine with other clothes which remained undamaged?—E. L., Georgia

We have made chemical tests of the damaged areas of these garments and have also examined them closely under ultraviolet light. There appears to be no evidence of any chemical damage or insect or rodent damage. We believe that this damage is due to abrasion.

It is not possible for us to definitely determine how this damage occurred. It seems most likely that it happened in a machine, possibly the tumbler or the washer.

You will notice that the small holes on one of the skirts and the shirt appear to be the result of the garment having been cut through by a sharp object such as might be caused by a gear. Another interesting similarity is the fact that the holes in one skirt coincide exactly as to shape and size. Also, the affected area of the other skirt and the large hole of the

brown shirt seem to be the same size.

It is very possible that the clothes were caught in the washer, tumbler or hamper.

Acid Deterioration

We washed these drapes in water mixed with a synthetic detergent. Nylon nets were used, and they were not extracted. The drapes fell apart. The mill that made the material claims that a strong chemical was used. Is the mill's opinion correct?—J. R. C., Ohio

The damage that had occurred to this material was caused by acid deterioration. This is a very common source of damage in curtains and draperies.

Curtains, draperies and other fabrics that hang in a home are exposed to acid gases that are the result of the combustion of fuels. When gases of this type combine with the moisture which is also present in the room and fabric, a hydrolysis takes place which unites the acid gases and the moisture to form a strong mineral acid. The presence of such an acid in the fabric over a period of time severely weakens it. Exposure to heat or sunlight also acts as a catalyst in speeding up this damage. Sheer fabrics are damaged more quickly.

This explains why these fabrics, when sent to be cleaned, literally fall apart when subjected to even the slightest amount of mechanical action.

This type of damage cannot be attributed to any failing on the part of the fiber (nylon) or the cleaning process. It is a damage that occurs through usage and exposure to a built-up acid condition.

Acid-Fade on Shirt

What caused the discoloration of this gray shirt?—P. F. C., New York

Examination of this garment shows that a pink cast or discoloration is present that was caused by what is known as "acid gas fading" or "acid fading."

This type of damage is due to the fact that acetate dyestuffs are very sensitive to fading when exposed to an acid condition. Such acids are built-up in the fabric due to the combustion of fuels which in turn form acid gases that hydrolyze in the presence of moisture to form a strong mineral acid. When these acids remain in the fabric for any length of time they will cause this type of fading.

Sometimes further acidity is to be noted in areas subjected to perspiration. This condition intensifies the fading and, as a result, areas under

the arms, at the waistline, etc., often show a more severe loss of color.

This fading is characteristic of acetate dyestuff, and cannot be overcome. The cleaning process is not responsible for this condition.

Redyeing will restore the garment.

Alkali Discolors Boucle

What caused the discoloration of this lady's brown boucle jacket?—P. L., New York

Examination of the discolored areas in this garment shows that a loss of color has occurred.

Tests conducted on the fabric show that it was made from wool yarns. The dyestuff bleeds on the alkaline side.

This same discoloration was duplicated by immersing a sample of the yarn in ammonia. We believe that the loss of color in the garment was the result of an alkali being in contact with the yarn.

It is not possible to determine exactly the alkali or the manner in which it contacted the garment. The most common alkali used in plants and homes is ammonia. Some soaps are alkaline and could cause such damage to color.

The only means of restoration is to redye the garment.

Change of Skirt Color

How could the color of this skirt have been accidentally changed or removed through drycleaning?—C. D. C., New Jersey

The blotchy discoloration on this garment is evidently the result of a bleeding of dyestuff.

We have found that by soaking a sample of the material in an alkaline solution (ammonia), a bleeding of brown dye takes place leaving the material a bluish-gray color, the same as in some areas of the skirt.

It doesn't seem that such an alkalinity could be present in your cleaning system because, if it were, you would have experienced the same difficulty on other woolen fabrics. There is a possibility that the garment may have been prespotted with an alkaline spotting agent and allowed to lie for a period of time before cleaning. Such a soaking period could cause a bleeding of dyestuff. The combination of such an alkaline prespotting and cleaning in a high-detergent system might produce such a condition.

Redyeing is the only means of restoration.

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OLSON Tubular Screen FILTERS

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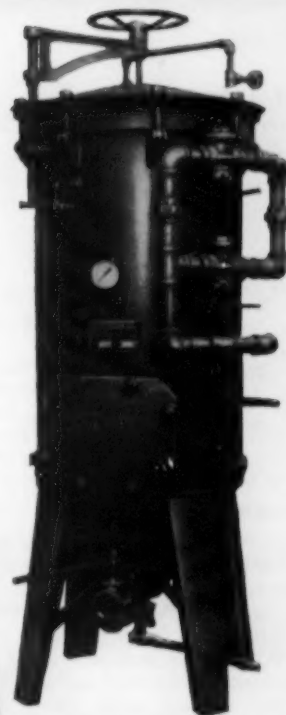
**THE ONLY FILTER WITH ALL THE
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"UP-FLOW" Tubular Construction! Filtering surface expands as the filtering process progresses; reduces build-ups, increases cycle duration.

BLIND-PROOF CONSTRUCTION! Openings are "straight through" . . . no crevices, no ridges. All filtering is done on the surface — in seconds.

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PROVED PERFORMANCE in America's leading plants using the "charged" or regular solvent method . . . and the "closed" or "flow" system of operation.



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MORE THAN 5 MILLION G.P.H.**

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OLSON Heavy Duty VACUUM STILL

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Olson Stills mean high-speed, self-operating, low-cost reclamation and perfect distillation. Saves steam and water, too — thanks to Olson's duo-purpose Pre-Heater and removable Heating Element. Now these outstanding features are available in a new "pre-mounted" model — the new

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85% REDUCTION IN INSURANCE PREMIUMS

By WILLIAM R. PALMER

Safety program produces national safety awards within two years

IF YOU HAD 80 trucks, and were able to reduce insurance premiums 85 percent, you could afford to spend quite a bit on the fleet safety program that caused the reduction.

Four cleaning and laundry plants in eastern North Carolina, headed by Roy Tripp, showed a fleet total of 8 to 12 serious accidents per year from 1950 to 1952. Almost all involved the two larger fleets operated on the Marine base at Camp Le Jeune by Southern Cleaners & Laundry in nearby Jacksonville and College View Cleaners & Laundry at Greenville 65 miles away.

High Awards, Low Premiums

For the year 1953, as a result of a fleet safety program, each plant won state and national fleet safety awards. The fleet record for 1954 was .8 accident per 100,000 miles driven for both plants. Their insurance premiums for 1954 were 54 percent lower, based on the 1953 fleet record, while 1955 premiums are 66 percent lower than last year's, for a total drop of 85 percent from the highwater mark.

The man responsible for this reversal is Guy Langston, former safety officer in the North Carolina State Highway Patrol, then chief of police in the city of Greenville. He joined Mr. Tripp's organization to install a fleet safety program, and then to set up a sales promotion program.

Mr. Langston held the first of 11 monthly safety meetings in November 1952. These were big affairs with plenty of "trappings." The mayor or city manager usually was there as a

very interested spectator. There also were police chiefs, highway patrol officers, insurance company representatives. Then, as paying guests and classmates, there were several drivers of city vehicles, as well as drivers from many small fleets in town, including several competing small cleaners. At the later sessions outside speakers were brought in to give the outsider's viewpoint and a change of pace in the programs.

Details on all accidents that had occurred to company trucks over the three bad years were gathered by Mr. Langston and grouped according to types. At each training session three or four of these accidents were reconstructed and analyzed by the group. A large felt easel was used for illus-

tration, with the vehicles, curbing, stop lights and buildings represented by templates that adhered to the felt by friction.

After the circumstances of each accident had been made clear to the group, Guy would call on the man involved in that particular accident to suggest what could have been done to prevent it. Invariably these men had the right answers! As the meetings passed it became apparent to the group that there was no such thing as a truly unavoidable accident.

Laws Studied, Too

The state motor vehicle laws were studied right along with the accident reviews. Wherever possible the laws pertaining to a particular accident were covered at the same time. Free discussions explored the reasons behind these motor vehicle laws. This provided a jumping-off point for examining each accident from many viewpoints, such as the actual direct cost; the expense of lost time to driver, to other plant personnel, possibly to customers; the impact on fleet insur-

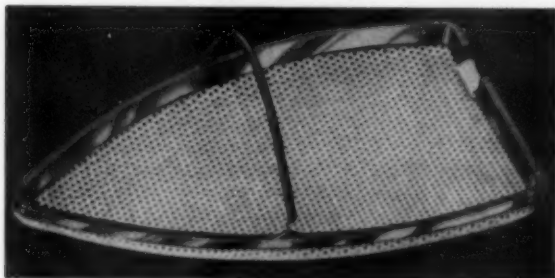


"Don't be silly! Just because I admitted I was wrong, it doesn't mean you're right!"

Newhouse Introduces Three Interesting New Items!

NO-SHINE COOL SHOE

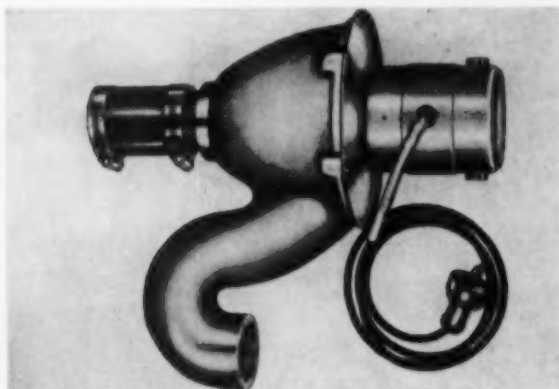
(For Cissell Iron Only)



Shoe material is special Kelon-T with die cast chrome plated frame and stainless steel tension spring. Kelon-T is stain proof and non-corrosive—takes heat up to 600° F. To attach, slip nose of iron under spring and snap iron into shoe. Now you can press even hardest finish garments on the right side without shine. Easy sliding surface smooths out all wrinkles and prevents sticking. The Kelon-T shoe maintains a uniform "air-cooled" temperature by distributing the steam evenly over the entire iron surface. Speeds production in your finishing department—sold on 10 day money back guarantee... Only **\$11.95**

No scorch, no scratch, asbestos and fiber glass iron stand. \$1.50

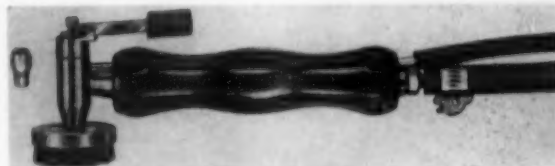
Patent Pending



ALL-IN-ONE AIR VACUUM UNIT

Carries the load for two presses with ease. Speeds up production in your production department. Also ideal for spotting board work.

ONLY \$79.50

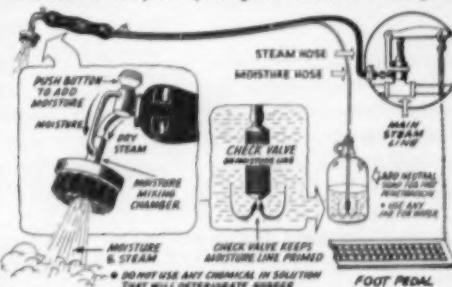


NEW IMPROVED MOISTURE CONTROL SOAP GUN

Non-breakable handle and improved stainless steel tubing. Adaptable to any spotting board. Comes with interchangeable nozzle and brush, suction hose and check valve. Attach steam hose to steam line and place suction hose in pre-spotting solution. Then step on steam pedal and press thumb valve. Gun pre-heats chemicals for double cleansing power. Also ideal for sizing and water-proofing. Sold on money back guarantee. **\$12.95**

\$12.95

Moisture control gun may also be attached direct to main steam line and used in complete spotting unit as shown in diagram below.



**Pre-spotting
Unit comes
with moisture
control gun,
steam valve
and foot
pedal with
chain
Complete**

\$23.95

End Weight Guessing with Nu-Weigh Scales

ECONOMY HANGING SCALE

(Right)

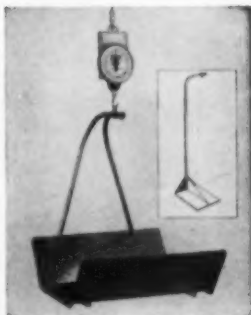
Popular and ideal basket-scale for selling service by weight. Beautifully finished heavy gauge metal basket remains perfectly balanced no matter how unevenly loaded.

Approved by Dept. of Weights and Measures. Capacity up to 100 lbs. **\$39.75**

With Floor Stand add \$15.00

The Basket alone \$22.00

The Scale alone \$18.00



STANDARD SCALE BASKET

(Left)

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

\$69.50

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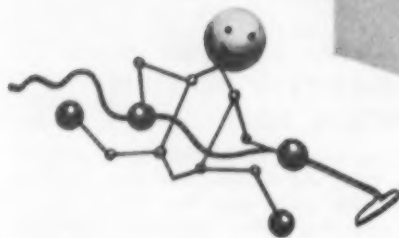
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LPG*

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Removing impurities from solvent during cleaning is a must for every plant today, regardless of system. Efficient removal is that which is least costly.

The less distillation your solvent requires the more LPG you get, but unwanted color and other soluble impurities build up and reduce cleaning efficiency. NORIT activated carbon controls this build up by adsorbing these impurities.

A 10 lb. box of NORIT is all you need for a day's normal use (based on 8000 gph filter). This means less than 1 lb. per 100 gallons of solvent . . . and it removes only what you want taken out . . . no effect on soap charge.

Ask your jobber for a sample order, your men will like the easy-to-handle carton . . . you will like more LPG.

*loads per gallon



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Every NORIT user gets EXTRA savings. Write now and see how these savings can be YOURS!

ance rates; the effect on public relations; the effect on a driver's own record and morale.

This is where the outside speakers lent force to the discussions. A safety officer from the Highway Patrol discussed speeds, momentum, weight, reaction times, road conditions, etc. A traffic officer surveyed the traffic problems in the average city created by increasing numbers of trucks and cars, and the chaos created by ruthless driving practices, even when accidents haven't occurred. The insurance company representative described the relationship between premium costs and accident records. A doctor discussed health, and particularly psychological conditions that affect accident proneness. A specialist on automotive vehicle maintenance showed how careless handling of a truck greatly increased the wear and tear.

The goal to be achieved by all this formality, besides a thorough grounding in route truck operation, was to lift accidents out of the realm of a personal feud with the route supervisor or plant manager. It impressed the drivers with their full responsibility behind the wheel, not only to the boss but to the public, the school kids, the mayor and his police department, the customers, and to their own selves and families.

Added stimulus for the drivers is provided by the silver dollar given by the company to each driver for each accident-free month of driving. These are awarded every three months. The company used to foot the bill for a deep-sea fishing trip to those who went a year without accident, but many of the men didn't care for the fishing, so the silver-dollar plan replaced the fishing trip.

Also, there is a chart on the bulletin board of each plant, with the name of each driver and 12 columns after it for the months of the year. A gold star in a column indicates no accident, a blue star shows a nonchargeable accident, and a red star proclaims a chargeable accident. Because of its prominent position this chart causes comment throughout the plant. The driver with a red star gets plenty of ragging from other employees.

What constitutes a chargeable accident is explained in the definition of classifications drawn up by Guy Langston soon after he started the new safety program. A condensed version of these classifications follows:

Classifications of Accidents

"Negligence" is the omission of an act that a professional driver normally could have been expected to perform. Examples are failure to: make proper observations when approaching an intersection; make sure truck is in good

mechanical condition; make proper observations front and rear before passing; allow for inexperience or insufficient knowledge on the part of other motorists.

"Negligency," likewise, is the commission of an act which a professional driver would normally be expected not to commit. Examples are: speeding too fast for conditions; following too close; making improper turns; changing lanes without proper signal; attempting to pass when there is even a possibility it is unsafe.

An accident is in the "A" Class where there is absolutely no suspicion that our driver was negligent. For example: our truck is parked and someone runs into it; or is properly stopped or moving forward in a prudent manner and someone rams into the rear. An accident in "A" Class will not cause any action against any driver.

An accident is in the "B" Class if our driver cannot prove beyond reasonable doubt that he did everything possible to prevent becoming involved in a situation that resulted in an accident. Likewise, the safety department cannot prove beyond reasonable doubt that the driver failed to do everything possible to prevent becoming involved.

No action will be brought against a driver involved in a "B" Class accident, nor will it jeopardize his employment (in itself). However, as safe driver awards are given for accident-free driving, a driver involved in a "B" Class accident will not be eligible for safe-driver awards, trips or any other privilege to which an accident-free driver may be entitled.

An accident in the "C" Class is one where our driver is guilty of minor negligence in becoming involved in a situation that resulted in an accident. For example: following too close at reduced speeds; improper signals on turns; stopping too close to other vehicles at stop lights, signs, etc.

For the first "C" Class accident a driver will be given a written warning. Subsequent "C" accidents carry a penalty of one day base pay, doubled each time for each Class "C" accident up to four. Any driver involved in more than four "C" accidents may have his employment terminated at the discretion of the plant manager. Any combination of Class "C" accident with property damage of \$100 or more, or with personal injury, is also cause for termination of employment at the discretion of the plant manager.

An accident in "D" Class is one where our driver is guilty of gross negligence, some act which a normal prudent person would not have committed, or some safety precaution which a normal prudent person would not have omitted.

A driver involved in a type "D" accident may have his employment terminated, at the discretion of the plant manager. If retained, he will be suspended one week without pay. A driver involved in a second type "D" accident will have his employment terminated.

Accidents can be stricken from a driver's record! Should a driver who has been involved in accidents perform 12 consecutive months of accident-free driving, he may select one accident, of his own choice, to be removed from his record. If he has a "D" type accident on his record, and one or more in another class, he may have the "D" accident stricken out. A circle will be placed around the accident so removed.

This is an incentive to a driver who wants to improve his record, to avoid final action from cumulative accidents. It is also protection for the senior drivers with many years on the routes. These removals have no bearing on awards, etc.

When considering a man's record for final action, different types of accidents carry the following weights:

A—0; B— $\frac{1}{2}$; C— $1\frac{1}{2}$; D—2.

Employment may be terminated on any combination of a total of four.

Any driver cited to court for three

motor vehicle violations, or three military police reports, or any combination of three, is liable to termination of employment. Any driver, employed by any plant, is subject to immediate dismissal, who is involved in an accident and fails to report such accident, regardless of the extent of the damage or regardless of whose property is involved!

Accidents will be classified by the safety committee, consisting of the plant manager, safety engineer and route supervisor.

In connection with these classifications and rules Mr. Langston makes one observation: *There can be no exceptions!* Not long after the safety program started a driver who had been with the company for a long time received tickets three times for excessive speeding. He was warned after the second violation—and, despite his long and otherwise excellent record, was released after the third violation. (In view of his long service, having satisfied the regulations, he was rehired after one month for a nondriving job.)

After the fleet drivers have been properly retrained, says Mr. Langston, they have to know you continue to mean business, if you hope to cut insurance premiums by 85 percent! # #

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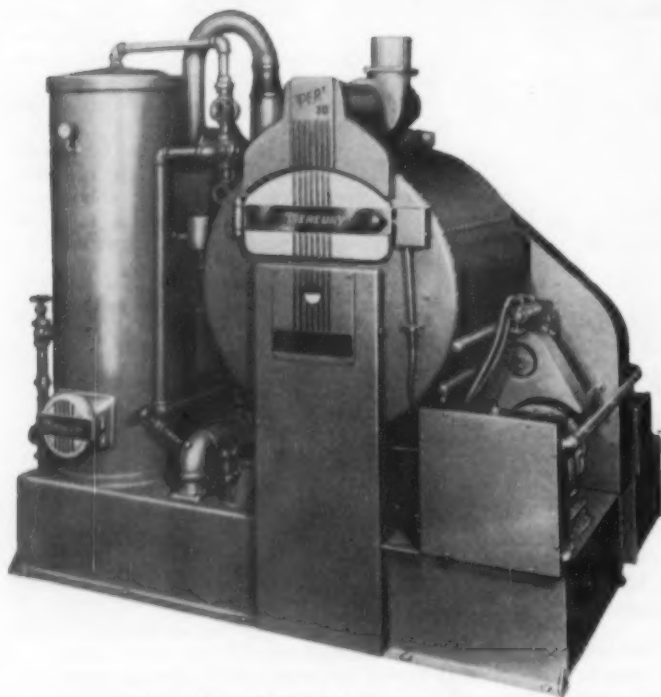
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The Per "30" Fully-Automatic
Two-Bath Unit

Two-bath cleaning with the new
Mercury units is simply a loading
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- Sizes: 30-lb. to 48-lb. dry load capacity.
- Completely automatic: for single or two-bath cleaning.
- 1500 or 2000 GPH monel tubular filter.
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- Easy to install . . . comes completely piped, wired and assembled.
- Many plant owners with \$100,000.00 to \$200,000.00 annual volume use two Mercury units for greater flexibility of production and control.

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NEWS NOTES

IN THE TRADE

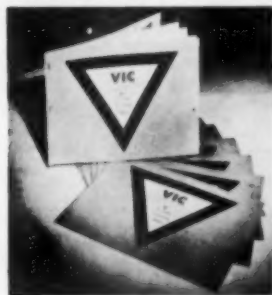
Aerosol Cans for Sizing



H. & A. Sizing Co.'s all-purpose sizing can now be obtained in aerosol cans, packed 12 to a case, permitting instantaneous and convenient use for spot sizing. The product can be used on all fabrics and will not streak, swale or ring when sprayed on garments, according to the manufacturer.

The sizing, manufactured by H. & A. Sizing Co., 3012 Central St., Evanston, Ill., will continue to be supplied in gallon bottles as well as aerosol cans.

New Vic Booklets



Vic Cleaning Machine Company has issued booklets on the Vic line of "Auto Per" drycleaning units and on its 81 series of refrigeration equipment.

The "Auto Per" series, described in Vic's No. 22 catalog,

consists of fully automatic machines with built-in solvent recovery units.

The 81 series booklet, shown here, offers pictures and detailed descriptions of air-cooled solvent cooler, air-cooled water chiller, heat exchanger and water saver and temperature regulator valve.

For free copies write Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

Sport Shirt Finishing



By attaching Freeman Laundy Press Plates to the heads of their shirt laundry presses, all plantowners can offer beautifully finished sport shirts to their customers at dress-shirt production speed and cost, according to Bishop David Freeman Co.

The Freeman plates are said to be especially effective because it's unnecessary to classify fabrics, since the special surface of the plate avoids shine on all types of sport shirts. The plates do not require the use of complicated machinery and they can be attached to the heads of shirt presses without making any adjustments on the press.

Special hooks fitted with knob-handles make it possible to change a shirt unit back into a dress-shirt unit simply by removing the plates.

The top photo shows a Freeman plate in a sleeve press in a typical installation.

Further information may be obtained from Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

Fuel Costs Cut



Paramount Cleansers and Launderers, Inc., Lowell, Mass., has reported a 48 percent saving in fuel costs through the replacement of old equipment by a single high-pressure 100 hp. packaged steam generator.

According to owner Charles A. Hatem, fuel costs for a six-month period with the old equipment were \$3,120.83 and with the new steam generator, \$1,625.41. The new steam generator, "Steam-Pak" Model SPH-100-N5, burns cheaper No. 5 oil and gas instead of the No. 2 formerly purchased and its automatic combination-firing permits the use of the most economical fuel, reports Mr. Hatem. The Steam-Pak is a product of York-Shipley, Inc., York, Pa.

Process steam is used for dry-cleaning and in the laundry room to supply one water heater for laundering shirts. The 100-hp. generator heats the entire plant and reduces heat loss at the unit itself to very close to zero. Maximum load is computed to be 78 hp. at 2,760 pounds of steam per hour.

Dual-Use Conditioner



Prim, a new sizing and water repellent, is being offered by Pennsylvania Salt Mfg. Co., Philadelphia, Pa. The new dual-use fabric conditioner can be

used in any petroleum or synthetic solvent method and is available in 30-gallon drums or 5-gallon cans.

According to the company, tests conducted at Pennsalt's research laboratories and in the field indicate that Prim will keep fabrics fresh and neat for a long time because of the resins contained in the product.

Prim is said to have an extreme solubility at room temperatures, a quality which results in better dispersions of the solution in fabrics and a more even, thorough and pliable coating of fibers and yarns.

Pennsalt is also offering an economical draining basket which can be inserted and used with any open-head, 30-gallon metal drum. Colored tags for use with Prim-treated garments are also available from distributors.

Silk Finishing Study



A 16-page study of silk finishing has been prepared by Excelsior Machinery Co., of Detroit, Mich. The pamphlet graphically explains how recently engineered plants have turned completely to single-operator units that have become the "wheel-horse" of the finishing department and the "timeclock" of scheduled and timed lot control.

Copies of this study may be obtained from Excelsior Machinery Co., 1452 Randolph St., Detroit, Mich.

International S Line

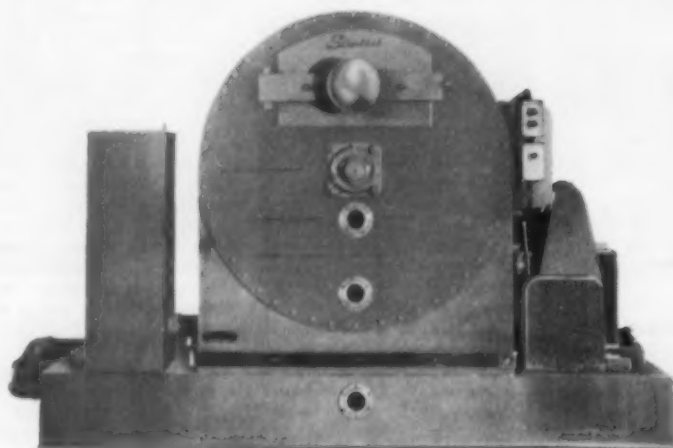


The new truck S line introduced by the motor truck division of International Harvester Company, Chicago, Ill., includes the International S-112 panel truck. Added power and new cab comforts, plus a wide

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

STANDARD COMBINATION WASHER-EXTRACTOR UNITS



Manufactured in 30 lb., 50 lb. & 80 lb. Sizes

for Petroleum or
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AND PRICES

STANDARD LAUNDRY & CLEANING MACHINERY CO.

manufacturers of complete line of synthetic and petroleum machinery

6890 MAPLE AVE., DALLAS, TEXAS

selection of two-tone color combinations, are features of the line.

With gross vehicle weight rating of 5,400 pounds, the S-112 is available in 115- and 127-inch wheelbases, with 7-foot body, and is powered by the 131-hp. Black Diamond 240 engine.

New Skin Cream

Salve-O-Lin, a cream preparation formulated to help protect spotters' and cleaners' hands from solvent irritations, has been introduced by Keystone Aniline & Chemical Company, 321 N. Loomis St., Chicago 7, Ill. The product is available in 2-ounce tubes.

YOUR REQUEST

For further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Adding-Bookkeeping Unit



A new double-duty adding-bookkeeping machine has been placed on the market by The National Cash Register Company, Dayton 9, Ohio.

Described as a "little wizard," the machine will perform all of the basic bookkeeping tasks in a small or medium-sized business. Interchangeable control bars enable rapid conversion from one job to another and a switch at the left instantly changes it into a normal, flexible-keyboard adding machine.

Features include a front-feed carriage, which makes it possible to prepare several related forms at the same time so that, in writing payroll, the employee's pay statement, check, earn-

ings record, payroll journal and check register are posted in a one-shot operation. Automatic dating, credit balance and a fully visible posting line are other features of the machine.

Standardized NCR (No Carbon Required) bookkeeping forms have been designed for use with the machine.

Further information is available from the company.

Chevrolet Station Wagon



A nine-passenger station wagon, available in the Bel Air and the more modestly equipped Two-Ten series, is new to the Chevrolet line for 1956. For maximum cargo space, the rear seat is removable while the middle seats can be folded flush into the floor.

Four other station wagons in redesigned, more powerful models are also offered by Chevrolet Motor Division, Detroit, Mich.

Cartoon Booklet



Get rid of your
"Pressing Headaches"

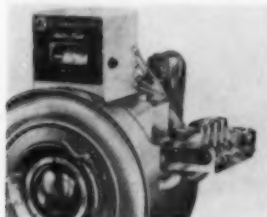
A new 16-page, two-color booklet of cartoons about the drycleaning industry is being offered to cleaners by the Bishop David Freeman Co.

Created by the nationally known cartoonist, Morrie Brickman, the cartoons represent pictorially the major problems of the industry revealed through

extensive field research and they point out the answers to the problems.

For more information on this booklet, for which there is no charge, write Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

Glover Auto-Feeder



A new automatic supply feeder, the Glover Auto-Feeder, designed to eliminate human error in adding supplies to the washing formula in automatic open-end washers, has been announced by Bill Glover Company, 5204 Truman Rd., Kansas City, Mo.

The feeder operates on a single magnetic-type electric solenoid with any Glover Automat or Auto-trol washer. This solenoid, at the precise pre-determined moment, dispenses the

proper supplies from stainless-steel non-corrosive cups into a pan where they are thoroughly premixed with running water and flushed into the washer.

The Auto-Feeder can handle a washer of 60 pounds dry weight capacity. It is easily installed in the right side of the washer. A 2-inch hole is cut into the side of the washer and eight 1/4-inch bolts provide firm attachment with complete absence of vibration.

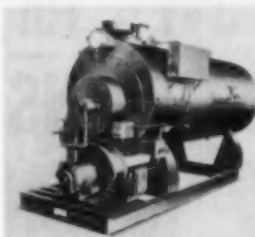
Now in production, the Auto-Feeder is available for immediate delivery.

Desk-Chair Mat

Ace Lite-Step Co. is introducing a new desk-chair mat which has a hard surface and cushioned nonslip base. Its under surface has the Ace spring-rubber waffle design for non-skid grip to the floor or carpet. The top surface is conventional smooth solid-rubber for easy glide and durability.

The mat is available in round and rectangular shapes and in solid colors of Office Gray, Executive Green, Maroon and Black. For further details address Ace Lite-Step Co., 1708 S. State St., Chicago 16, Ill.

Secondary Air Damper



A secondary air damper is now being incorporated in the blower housing of all Cyclotherm steam generators from 18 to 60 hp. Cyclotherm Division National—U. S. Radiator Corporation, Oswego, N. Y., has added this feature, generally found on larger size boilers, to its entire line of low horsepower boilers.

The secondary air damper will make it simpler and easier to adjust the secondary air requirements of the boiler. The new damper is said to give a greater degree of accuracy in adjustment which results in higher combustion efficiency.

Low-Temperature Stripper

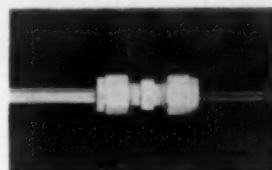
North American Dye Corp., 22 North St., Danbury, Conn.,

has introduced a new low-temperature color remover specially formulated for use in automatic washing machines, according to Charles J. Weedon, president of the firm.

Not harmful to fabrics, the new color remover will remove all dye from light-colored material and sufficient color from deep shades to permit redyeing to a lighter color.

The product is available in special lined envelopes.

New Insulator by Crawford



The latest addition to the line of Swagelok tube fittings, produced by Crawford Fitting Co., is the Swagelok galvanic insulator of Zytel (DuPont trademark) polyamide resin. The insulator is made in a complete line of shapes and in 1/16- to 1-inch tube and pipe sizes.

Swagelok galvanic insulators of Zytel offer a new method of

DON'T POUND A STUBBORN STAIN . . .

SOAK IT OUT SAFELY



★ WITH SOLVINK

Pounding and rubbing stains is harmful to clothes, weakens even heaviest fibers.

With Solvink, stains disappear without pounding or rubbing. Solvink is a special formula spot remover that works with a penetrating action to remove stains in seconds. Use it for ink, paint, blood or rust stains.

And Solvink is guaranteed safe for all fabrics and fast colors when used according to easy directions.

One half pint set (2 solutions) \$2.25. Also in economical pint, quart and gallon sizes.

Order Solvink from your jobber—or write N-11 for free sample.

Solvink Companion Products Will Help Build Profits, too.

- TANSOL—for Tannin Stains
- GREENZYME—Digestant
- IODASE—for Iodine Stains
- SIZ-IN—Hot Size

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087 Greenville, S. C.



★ NEW REMOVER for WRITING INK STAINS

*Is safe to colors, fabrics...
fast-acting, easy to use*

WriteGo is an entirely new and different product that takes out all water-base writing ink stains... yet is safe to colors and fabrics. It's fast-acting and easy to use... does not require the use of ammonia or acid... eliminates need for soaking or rubbing garments. Works equally well before or after cleaning.



packaged in convenient
10-ounce dropper-cap bottles

Order WriteGo from your jobber



is one of the famous  products of

A. L. WILSON CHEMICAL CO., Kearny, N. J.

DIP-O-MATIC

WATER
REPELLENT
DIP TANK

Finger tip control.
ZIP—it's up and
loading. ZIP—it's down
and agitating. ZIP—
it's up again. With
the DIP-O-MATIC
water repelling
of garments
is profitable
business!



Write for catalog and prices.

Hopkins

EQUIPMENT CO.
HATFIELD, PA.

eliminating galvanic action which results from joining dissimilar metals. They permit the joining of brass, aluminum, copper and steel, and may be used at junction boxes, panel boards and bulkheads.

For further information write Crawford Fitting Co., 884 E. 140th St., Cleveland 10, Ohio.

Transfer at Hoffman



SIDNEY COHEN

Saul Goldstone is leaving the U. S. Hoffman Machinery Corporation after 31 years as a sales representative and as the company's Newark, N. J., distributor for drycleaning, laundry and pressing machinery, according to an announcement by the company. Mr. Goldstone has transferred his distributorship, known as the Hoffman Machinery Distributors of Newark, N. J., to Sidney Cohen, shown above.

The firm's main office was recently moved from 349 Washington St. to a newer and more modern office and warehouse at 303 Bergen Ave., Kearny, N. J.

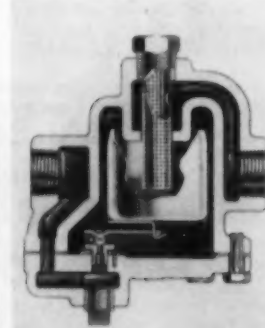
Eclipse Bulletin

Eclipse Fuel Engineering Co., 1002 Buchanan St., Rockford, Ill., is offering Bulletin H-15 which describes Eclipse Open Blast Burner Nozzles for air-gas mixtures.

Open blast burners are used wherever an open- or gap-type nozzle can be applied. They must be supplied with an air-gas mixture which may be accomplished by proportional mixers or injectors depending on the type of fuel supply.

Bulletin H-15 contains complete dimension information, operating data and installation instructions. Copies may be obtained from the company.

New Bucket Steam Trap



Sarco Company, Inc., is offering a new inverted bucket steam trap which is claimed to withstand the loss of prime under the most difficult operating conditions—light loads, rapid pressure drops, and partial vacuum in the return line caused by night shutdowns.

Bulletin and drawings will be sent on request to Sarco Company, Inc., Empire State Bldg., N. Y. 1, N. Y.

Eaton Appoints Ribet



FRED A. RIBET, JR.

Fred A. Ribet, Jr., has been named a member of the sales staff of Eaton Chemical and Dyestuff Company of Detroit, according to an announcement by R. F. McDonald, sales manager. He will headquarter in Atlanta, Ga., and operate in the states of Georgia, Florida, Alabama, Tennessee and Kentucky.

Prior to his appointment, Mr. Ribet was employed by the United States Steel Corp.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

NATIONAL CLEANER & DYER

Prosperity Leases Downtown Office Building



The Prosperity Company, Inc., Syracuse, N. Y., has leased a large office building in downtown Syracuse comprising 63,000 square feet of floor space, according to an announcement by John A. Bouvier, Jr., Prosperity president.

The move will get under way November 15. All administrative and general offices will be at the new location. It will also be used as a warehouse for finished inventory and used

equipment. The plant has a large truck-dock loading ramp in the rear.

This will be a temporary move in connection with the company's consolidation and expansion program, according to Mr. Bouvier. Its purpose is to permit adequate time for the preparation of drawings and the erection of a new administration building at the firm's three-plant location on E. Erie Blvd. and Nichols Ave.

Move to New Quarters

James S. Parkhill, Jr., president of Carman-Mitchell-Wing Company, has announced the firm's move to bigger, more efficient quarters at 62 Montvale Ave., Stoneham, Mass.

The building is designed with office and storage space on one floor for faster, simpler service.

One Month, 22,000 Miles



G. W. BOYD

G. W. (Bill) Boyd, sales manager of Sanitone Division of Emery Industries, Inc., and former president of the Laundry and Cleaners Allied Trades Association, has completed his 22,000-mile, month-long tour of Australia and New Zealand made in the interest of the drycleaning and laundry industries of those countries.

Mr. Boyd's trip was at the invitation of the Australian Federation of Dry Cleaners and the New Zealand Research Institute of Launderers and Drycleaners. He was the featured speaker at the national conventions of both organizations while abroad.

During his tour Mr. Boyd visited leading drycleaning and laundry plants, made some 20 speeches on subjects relative to

Inflico Names Walters

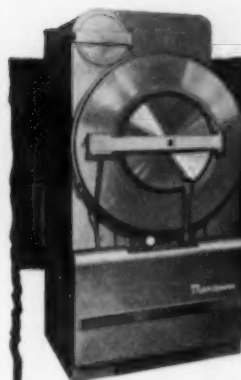


JOHN G. WALTERS

John G. Walters has been appointed sales representative for Georgia, North Carolina and South Carolina, according to an announcement by Edward G. Kominek, general sales manager for Inflico Inc., Chicago, Ill.

Before joining Inflico in 1953, Mr. Walters served industry as a consultant on waste disposal.

Increase your capacity with a MANITOWOC TUMBLER

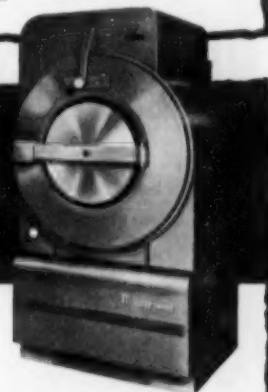


for any
**SYNTHETIC
SYSTEM**

- Big 36" x 30" Basket
- Prime Surface Copper Coils
- Positive Seal Doors
- Low Heat Requirement

An extremely high efficiency solvent recovery tumbler, with tremendous air flow volume and low heat requirement. Condenser consists of prime surface copper cooling coils—no fins—eliminates lint problem and produces higher efficiency. Condenser, collector and blower enclosed in stainless steel housing mounted externally for easy accessibility. Motor directly connected to drum shaft. Entire tumbler can be serviced from rear without breaking any seals.

for any
**PETROLEUM
SYSTEM**



- 36" x 30" Basket
- Safety Engineered
- Big Air Volume
- Positive Seal Doors

Big capacity safety tumblers for 140°F and 105°F solvents. Has large, non-linting fan providing over 50 air changes per minute for fast, thorough deodorization. Equipped with manual steam injector; copper heating coil; convenient heat control. Famous Dodge torque arm drive on 140°F. All servicing external. 105°F unit complies with Class II code requirements.

Manitowoc
A Complete Line of Synthetic
and Petroleum
DRY CLEANING SYSTEMS

MANITOWOC ENGINEERING CORP. MANITOWOC, WISCONSIN

NOW Completely Finished DYEING
Ready to Wear and Use



**Garments
Household Goods
Rugs**
DYED—RESHAPED—PRESSED

WRITE WIRE PHONE

Let us tell you about our 100% finished dyeing service that enables you to hand over to your customer a dyed item all ready to use. Here are profits for you with no more effort than licking a postage stamp.

General Dyeing Co.
 AT THE CROSSROADS OF AMERICA
 618 Derman Street • Imperial 3445
 Indianapolis 2, Indiana

INDIANAPOLIS

NEW-REVOLUTIONARY STEAM TRAP

1. A CAP



2. A DISC



3. A BODY



THAT'S ALL!



Only moving part, a hardened Solid Stainless Steel Disc, practically wear-proof!
 2134-F

**defeats
wear-corrosion!**

This **new** Sarco Thermodynamic Steam Trap virtually eliminates maintenance. Stainless steel throughout. Only one moving part.

No valve-closing mechanisms to wear or stick. Not affected by superheat, water-hammer, vibration, corrosive condensate. No critical clearances to choke. No gaskets to leak. Same trap for all loads and pressures 10-600 psi.

Write for bulletin 255-44 or a TD trap for a 60-day trial installation. Specify size and application.

SARCO COMPANY, INC.
 EMPIRE STATE BLDG., N.Y. 1, N.Y.

the industry, moderated several panel discussions and gave a broadcast talk before the Rotary Club of Sydney.

Worthington Expansion

M. M. Lawler, vice-president of Worthington Corporation, Harrison, N. J., has announced a major program for increasing Worthington's air-conditioning and refrigeration field sales and engineering force. To accommodate this expansion, the division will move into new home office and manufacturing facilities in East Orange, N. J., and

will be known as the Ampere Works.

At the same time, similar manpower increases for the company's export air conditioning operation, substantially increased merchandising, sales training, application engineering and service personnel at the home office were announced.

According to Mr. Lawler, the air-conditioning market has increased over 100 percent in the last four years and the number of outlets handling Worthington's air-conditioning and refrigeration equipment has increased over one-third during the past year.

Prosperity Names Two New Representatives



OWEN G. COMPTON



JOSEPH G. SMISEK

Owen G. Compton, Kansas City, Mo., and Joseph G. Smisek, an NID graduate, of Silver Spring, Md., were recently appointed sales representatives of The Prosperity Company, Inc., Syracuse, N. Y.

Mr. Compton will serve the state of Missouri. Mr. Smisek,

who has been in the laundry and drycleaning field since 1947, will serve in counties of Virginia and most of West Virginia.

Both men recently completed an extensive sales training program at Prosperity's main factories at Syracuse.

Butler Plans Expansion, Opens Office



Butler Manufacturing Company has opened a new Northeastern district office in Suite 602 at 103 Park Ave., N. Y. C., as part of its expansion into the Eastern market.

At a recent meeting of 10 sales and service representatives at the Lexington Hotel, New York City, Howard J. Martin, sales manager for the Dry Cleaners Equipment Division,

and Herbert G. Yates, Eastern district manager, presented plans for Butler's new expansion into this market.

Pictured above at the meeting are, left to right, first row: T. J. Cox, Herbert Yates, Howard J. Martin, Carl Forest, John McGoldrick. Second row: Ed Carlen, Connie Fricke, Charlie Phillips, Art Horn, Bill Griffith, Alvin Cullins, Jimmie Robbins.

Manitowoc Develops New Dealer Aids

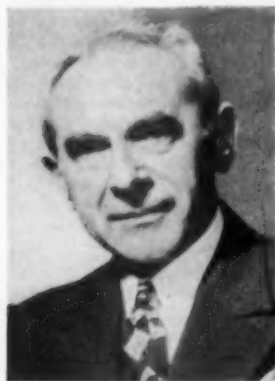


Drycleaning distributor groups visiting the Manitowoc factory recently have been exposed to original layouts for a new series of "user aids" soon to be provided for all new Manitowoc drycleaner customers.

Visitors shown above are Frank Yannuzzie (center) and Bill Jackman (right), Metropoli-

tan Dry Cleaning Machinery Co., Inc., N. Y. Mel Stumm, advertising manager at Manitowoc Engineering Corp., Manitowoc, Wis., is seen at left explaining the objectives of the new customer aids, which are being formulated on the theory that many drycleaners today welcome assistance in developing new business.

Hedke Retires



RICHARD C. HEDKE

Richard C. Hedke, vice-president and general manager of Eaton Chemical and Dyestuff Company since 1920 and executive vice-president since 1951, was honored by the company at a testimonial dinner at the Detroit Athletic Club on October 17. The occasion was his retirement from active business after 48 years of service.

W. Thompson Tambke succeeds Mr. Hedke as director and executive vice-president.

Craig Incorporates

Craig Supply Co., Durham, N. H., which has been operating as a partnership since its organization in 1946, became a corporation on September 30.

At that time, also, James C. Chamberlin joined the firm. Mr. Chamberlin has most recently been sales coordinator for the New England Coca-Cola Bottling Company.

International Expansion

Further additions and improvements to the company's Mobile Mill to provide for a new kraft paper machine have been authorized by the board of directors of International Paper Company, New York, according to John H. Hinman, chairman. The new machine will have an annual capacity of 100,000 tons of unbleached kraft paper.

Original expansion plans announced last spring provided for the installation of a newsprint machine with 100,000 tons annual capacity and related pulp mill, power and other facilities. The new authorization will bring the total expansion cost to an estimated \$38,000,000. When the program is completed, the Mobile Mill will be the largest mill in the world manufacturing paper, Mr. Hinman states.

Both machines are scheduled to begin operation during the summer of 1956.

New Plant for Stauffer

Stauffer Chemical Company, New York, has announced plans for the construction of a new multimillion-dollar petrochemical plant at Louisville, Ky., for the production of carbon tetrachloride, chloroform, methylene chloride and anhydrous hydrogen chloride. Construction will begin early next year and completion is scheduled for 1957.

The new plant will be located adjacent to Stauffer's existing Louisville plant which produces carbon tetrachloride, perchloroethylene, anhydrous chloride and Acritet Grain Fumigant.

(Continued on page 128)

Are you having these troubles?

- ☐ **PROGRESSIVE SHRINKAGE** through repeated cleaning.
- ☐ **DULL, LIFELESS WORK** — low whiteness and brightness retention.
- ☐ **COLOR RUNS** from moisture.
- ☐ **LINTING** — needless separations.
- ☐ **HIGH SOLVENT LOSSES.**
- ☐ **POOR PRESSING** — from moisture breaks.

if so ask your **Spix**

distributor how new

DRI-CHARGE

clears up these difficulties
without costly equipment or
complicated controls!

AKRON, OHIO
Belonky, Inc.
M & L Supply Co.
ANNA, ILL.
Loomis Bros. Equip. Co.
ATLANTA, GA.
F. H. Ross & Co.
BALTIMORE, MD.
Isaac M. Cohen Sons
Herman Grosser
BIRMINGHAM, ALA.
F. H. Ross & Co.
BOURBONNAIS, ILL.
Gene Davis
CHARLOTTE, N. C.
F. H. Ross & Co.
CLEVELAND, OHIO
Cannon Supply Co.
COLUMBIA, S. C.
F. H. Ross & Co.
COLUMBUS, GA.
F. H. Ross & Co.
COLUMBUS, OHIO
E. J. Thomas Co.
ERIE, PA.
Balco Supplies, Inc.

GREENSBORO, N. C.
F. H. Ross & Co.
JACKSON, MISS.
F. H. Ross & Co.
JACKSONVILLE, FLA.
F. H. Ross & Co.
KNOXVILLE, TENN.
F. H. Ross & Co.
MOBILE, ALA.
F. H. Ross & Co.
NEW YORK, N. Y.
Westside Corp.
PHILADELPHIA, PA.
Luka Chemical Co.
Preston T. Rhodes
S. J. Rutherford
Stadium Co.
Sterling Supply Co.
PITTSBURGH, PA.
M. M. Baddeley, Inc.
Cannon Pittsburgh Co., Inc.
RALEIGH, N. C.
F. H. Ross & Co.
SAVANNAH, GA.
F. H. Ross & Co.
WESTFIELD, N. J.
Norton & Williams

Modern Research Cleaning Products
Spix PRODUCTS COMPANY
119 Dahlem Street — Pittsburgh 6, Pa.

READ THIS!

you'll see why
Qualitex 2-IN-ONE
PAD and COVER
leads the field



	PAD MADE WITH PRESS COVER ATTACHED	COVER MADE WITH METAL RODS INSERTED	SPRING HOOKS and EYELETS FOR EASY INSTALLATION	FOUR MONTH GUARANTEE	*MAXIMUM AVERAGE COST PER MONTH FOR COVERS AND PAD
Qualitex 2-IN-ONE PAD and COVER	YES	YES	YES (no extra cost)	YES	\$3.72
COTTON PAD AND COVER	NO (Needs 2 pads and one flannel and cover)	NO	NO	NO	\$4.10

*This cost figure based on minimum four month guaranteed life of Qualitex 2-IN-ONE PAD and COVER for 42" press. You'll save even more because the "2-IN-ONE" will actually last much longer.

The Qualitex "2-IN-ONE" is designed to deliver superior pressing at low cost. The pad is made of highly efficient insulating material, special Airfoam rubber covered with an Asbestall Press Cover. Ask your jobber to show you the revolutionary new Qualitex "2-IN-ONE" this week.

Quality products company 5760 West Grand Ave.,
Chicago 39, Ill.

QUICK-SERVICE PLANTS

By Gadd

Quick service plants must have a system which practically eliminates wet cleaning and spotting after cleaning and it can be done with increased production from present equipment, plus low cost, and you can turn out a quality job that will get and hold new customers. Of course, these advantages are just as important to the cleaner who does not operate on a quick-service basis.

Just think—nearly everything goes to the pressers from the tumbler and the method can be taught to an inexperienced operator in a short time.

These outstanding advantages are obtained through use of the TERGIT-FOG SYSTEM, an original development of RIVERSIDE MANUFACTURING COMPANY, and RIVERSIDE will send you a working sample with simple instructions that anyone can follow.

Riverside Manufacturing Co.

4919 CONNECTICUT ST., ST. LOUIS 9, MO.

(Continued from page 127)

Prosperity Conducts Survey at State Fair



A survey conducted by The Prosperity Company, Inc., Syracuse, N. Y., indicated that two out of every three housewives still wash and iron shirts at home. The survey was made at the company's exhibit at the annual New York State Fair, September 3-10, at which some 30,000 people were shown modern shirt finishing methods by The Prosperity Company.

The tabulation of the written survey revealed the following opinions:

63.2 percent of those surveyed answered "no" to the question, "Are the men's shirts in your family washed and ironed in a commercial plant?"

70 percent answered "no" to the question, "Before today, did you know that shirts are processed like this in modern, commercial laundries and drycleaning plants?"

94.65 percent answered "yes" to the question, "Would shirts washed and ironed like this satisfy you and your family?"

56.65 percent answered "no" to the question, "Before today, did you know that you could leave shirts in the morning to be washed and ironed, and pick them up the same afternoon?"

Tape-recorded interviews revealed some common misconceptions held by the viewers prior to the demonstration.

Sales Manager Named

A. Siegel has been named Eastern Division sales manager of bags and paper for the Southern Kraft Division of International Paper Company, according to an announcement by George Stuhr, Sr., division sales manager.

Mr. Siegel joined the company in 1925 and prior to his appointment served as assistant sales manager of the Southern Kraft Division in charge of all paper products. Hugh B. Vergara has been named to replace Mr. Siegel as assistant sales manager. He has been with the company since 1935.

Donaldson Joins Reed



ROY DONALDSON

Roy Donaldson has joined the Reid Supply Company, Wichita, Kans., as salesman, according to an announcement by the firm. Mr. Donaldson has had several years of sales experience in chemicals and laundry supplies in the Midwest.

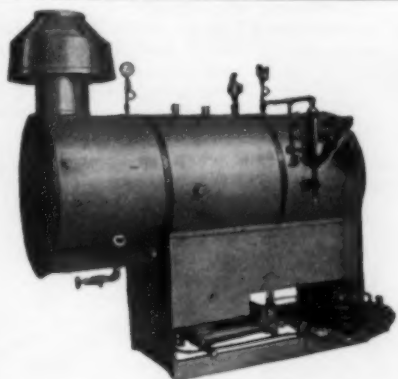
General Motors Sales

General Motors Corporation, Pontiac, Mich., reports truck domestic sales during August rose to 9,345 units, the highest month's sales total since September 1951. According to R. C. Woodhouse, general truck sales manager for the GMC Truck and Coach Division, August sales were 66.8 percent higher than in the corresponding month of 1954.

In the 2½-ton-and-up GMC weight classifications, sales were reported 117 percent higher than in the comparative period a year ago.

Mercury Distributor

J. B. Mitchell Company of Los Angeles, Calif. has been named distributor for Mercury Cleaning Systems, Inc., according to an announcement by Norbert Hackett, president of the firm.



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

38th Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

Expansion at Du Pont

Plans for a multimillion-dollar addition to the new Du Pont plant now under construction near Antioch, Calif., have been announced by the company.

The new unit, to be operated by Du Pont's Electrochemicals Department, will manufacture sodium and ethyl chloride, ingredients in the manufacture of tetraethyl lead, and trichloroethylene and perchlorethylene.

Scheduled for completion during the early part of 1957, the unit will adjoin and be integrated with the tetraethyl and freon refrigerants plant which is expected to be completed late in 1956. It will be designed and constructed by the Du Pont Engineering Department.

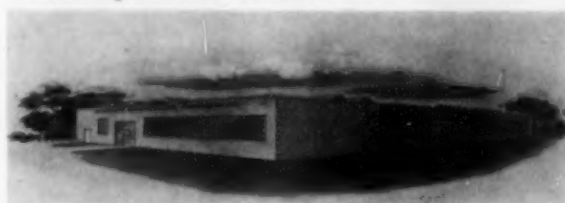
Dyers Guild Clinic

Loebl Dye Works in Roanoke, Va., was the host plant for the semiannual clinic and meeting of the Garment Dyers Guild of America, held September 9-10.

Percival Theel and R. S. Wilkinson, professors at the Philadelphia Textile Institute, gave a demonstration on dyeing dacron and dacron blends.

At the business meeting President Lawrence Jacobson presented 23 of the most difficult problems encountered today by the garment dyer. These problems were discussed by members and in the sequence of their importance will be presented to the Philadelphia Textile Institute for research.

Washex Expands Plant Facilities



The Washex Machinery Corporation, Brooklyn, N. Y., is expanding its present plant facilities, according to an announcement by the company.

The new addition serves to

increase the production of the Washex combination washer-extractor line, the new Washex tube filters and other developments to be announced soon.

(Continued on page 130)

More Visitors to Manitowoc Factory



The Manitowoc factory has been host to a number of dry-cleaning distributors recently.

In the picture above are Clayton Junion (left), service manager of the Dry Cleaning Division, Manitowoc Engineering Corp., Manitowoc, Wis., and distributor R. Rutherford, Ozark Laundry Equipment Company, Joplin, Mo.

Mr. Rutherford spent several days at the factory visiting production, test and assembly lines in the drycleaning division. He is shown with Mr. Junion at the closing hours of his tour discussing service standards outlined as part of Manitowoc's obligation to the purchasers of the company's drycleaning equipment.



Anderson
EASY-LOCK
Drapery
Protectors

MADE TO SAVE TIME, MONEY and
TEMPERS—a great drapery protector

Order yours today

One of the finest tools ever developed for holding drapery hooks.

No Scratches

No Torn Fingers



Money

Back

Guarantee

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd., W. L., Jamestown, N. Y.

Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

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tuberculosis year-round. So when you send your holiday cards and packages, take the extra trouble to make each one a double gift that works for everybody. Buy and use Christmas Seals.



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THE NATIONAL CLEANER & DYER

(Continued from page 129)

Davies-Young Appointment



HARRY A. CISSEL

Harry A. Cissel has been appointed a representative of Davies-Young Soap Co., Dayton, Ohio, according to J. R. Young, sales manager of the firm's Buckeye Drycleaning Division. Mr. Cissel will cover a territory including the District of Columbia, Maryland and Virginia.

He is a graduate of the National Institute of Drycleaning, and has had 13 years experience in the industry.

Butler Appointments

Butler Manufacturing Company, Kansas City, Mo., has announced several sales representatives' appointments in the Dry Cleaners Equipment Division, according to Burrill O. Gottry, division manager.

The appointees and their territories are as follows: Richard L. Smith, St. Louis and Cape Girardeau areas of Missouri and southern Illinois and the Paducah area of Kentucky; John W. Lovell, Alabama and the northwestern section of Florida, including the Pensacola area;

Charles A. Phillips, Jr., Rhode Island, Boston and all counties east of and including Worcester County, Mass.; Conrad J. Fricker, Sullivan, Ulster, Dutchess, Orange, Putnam, Westchester, Rockland, Bronx, and Manhattan, N. Y.; T. Joseph Cox, southern New Jersey and eastern Pennsylvania; Robert R. McDonald, Iowa and Rock Island County, Ill.; Edward M. Carlen, Connecticut and western Massachusetts, and C. E. Cowell, southern and western counties of Colorado, Utah and northwestern New Mexico.

Patek Names Hrdlicka



HAROLD HRDLICKA

Harold Hrdlicka has been appointed a special representative for Patek & Co., San Francisco, Calif., according to Myron A. Klapper, sales manager of the firm.

Mr. Hrdlicka will be responsible for introduction and technical field work in connection with new products and processes developed by the company's research staff. He has had 29 years experience in the industry.

Additional Building at Wichita Plant



Wichita Precision Tool Company, Inc., has announced the addition to its Wichita, Kans., plant of a new building which houses a 10-station Pil-O-Bar assembly line producing 10 Pil-O-Bars a day.

The new building, completed

in August, adds 3,750 square feet of manufacturing space to the company's facilities. G. M. Shelly & Company of Wichita engineered and A. W. Soderberg Construction Company, Inc., handled the construction work.

PEOPLE AND PLACES

SOUTH WEST



Notice has been filed of the intended sale of Kal's Cleaners, 920 W. Santa Barbara Ave., Los Angeles, Calif., by Kal Fishman to Sam and Mary York.

Jay and Ray Cleaners has been moved to 1473 Sayles Blvd., Abilene, Tex. The business is operated by Ray Lawson. His partner, James G. Lambdin, is now in the U. S. Air Force.

An extensive remodeling program has been completed at Artistic Cleaners, 113 S. Riverside Ave., Rialto, Calif. Owner Gene Ronning has also added new equipment.

Richard Machensen has opened One Hour Martinizing at 314 E. Center St., Anaheim, Calif.

Glo Cleaning System has moved its thirty-first Dallas, Tex., unit and the forty-eighth plant of the chain. The new unit, at Central Expressway and Belt Line Rd., is in the Richardson Heights Shopping Center.

Max and Nathan Rosenberg have opened Miracle Center Dry Cleaning Co., 12807 Victory Blvd., North Hollywood, Calif.

Miralee and Don McCowan are the new operators of Louisburg (Kans.) Cleaners, previously operated by Gerald White.

Vogue Cleaners has been opened at 803 1/2 E. Central, La Habra, Calif., by Leslie Nevil and Evelyn Larson.

Jerry's Cleaners, Texhoma, Okla., has become Quality Cleaners, according to Dale Hartman, the owner.

Morris Towne has given notice that he intends to sell Sunlight Cleaners, 5212 Monte Vista, Highland Park, Los Angeles, Calif., to Jean Watson.

Mr. and Mrs. A. D. Nolan, Jr., and A. D. Nolan, Sr., are the new operators of Brookshire (Tex.) Cleaners. The Nolans are remodeling the building and adding new equipment.

Roscoe Wooldridge, who formerly operated a cleaning establishment on Lorton Ave., has purchased Howard Cleaners, 1111 Howard Ave., Burlingame, Calif.

One-Hour Duo-Cleaners has been opened at 1320 S. Fifth St., Las Vegas, Nev., by Al Schulman, John Emile and Jack Kemp.

New drycleaning equipment has been installed in Surf Cleaners, S. Highway 101, Encinitas, Calif. Mr. and Mrs. Sid Shaw are the owners.

Swift One Hour Cleaners has been opened at 613 Congress Ave., Austin, Tex.

Notice has been filed of the intended sale of Courtesy Cleaners, 12848 Riverside Dr., Los Angeles, Calif., by Thomas Porter and Lotie L. Morgan to Ben Goldstein.

Modern Cleaners has been moved to larger quarters at 1403 E. Main St., Gatesville, Tex.

New drycleaning equipment has been installed in Live Wire Cleaners, Laguna Beach, Calif., owner Cady Hall has announced.

An open house was held recently at Service Cleaners and Laundry, Main St., Delta, Utah, by Mr. and Mrs. Elden Sorenson.

Mrs. Margaret Schwager and Mrs. Grace Roberts have announced the sale of Cleanrite Cleaners, 909 B St., San Rafael, Calif., to Harry Ribolini.

Jack Hall and Gilbert Perry have opened Fashion Cleaners, 303 E. Tyler St., Athens, Tex.

Notice has been filed of the intended sale of Thrift-D-Lux Cleaners, 6827 Tampa Ave., Reseda, Calif., by Augustin and Jean Power to Jennie Ginsburg.

Installation of a complete new drycleaning department has been completed at Petri's Cleaners, 1250 Orange Ave.,

A "Must" for removing LINT OFF GARMENTS

The Fast & Sanitary!

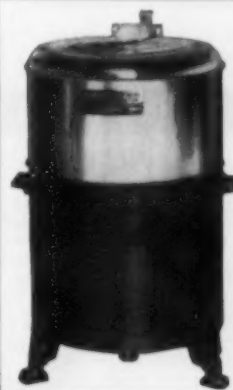
"Little Wonder" ELECTRIC WHISK-BRUSH MACHINE

Give your garments a better finish. The only appliance of its kind. Thousands of satisfied users.

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- ★ Requires less floor space
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Long Beach, Calif. Otto Petri, president of the firm, said the new equipment cost over \$25,000.

Mr. and Mrs. John E. Minton have purchased DeLuxe Cleaners, Bridgeport, Tex., from the John E. Campbell family.

Installation of a new \$13,000 cleaning plant has been completed at Kelly's Cleaners, Holtville, Calif., it has been announced by Jack Kelly.

Quality Cleaners, Paducah, Tex., has been remodeled, it has been announced by Clinton Matney.

Mr. and Mrs. Fred Mertz, operators of a drycleaning establishment on San Pablo Ave., have opened Herald Quality Cleaners, 3914 MacArthur Blvd., Laurel, Calif.

Rual Jones has purchased Oriental Cleaners, 10th and Buchanan, Amarillo, Tex., from Aaron Isaacs.

The new owners of Keep-U-Neat Cleaners, 10902 S. Downey Ave., Downey, Calif., are L. C. Richter and Fred Kasp. The firm was purchased from Mr. and Mrs. William Gertz.

Norman Epps and Fred Holt have opened One Hour Martinizing, 201st St. and Murdock Ave., St. Albans, N. Y.

Vogue Cleaners, Plainfield, N. J., celebrated its twenty-fifth anniversary recently. Officers of the Plainfield chain, which has six stores, are Gerald Schwartz, manager of the stores; Isidore Schwartz, founder, and Herbert Schwartz, plant manager.

Property has been leased at 12th and Columbia, Philadelphia, Pa., to Clarence McGraw for a drycleaning establishment.

A state charter was issued to Wilson Dry Cleaners Corp., Logan, W. Va. The firm was capitalized at \$50,000 by Sam, Katherine and J. M. Mureddu.

Sidney Levy and Ralph Hyman have opened One Hour Martinizing at 4418 Bergenline Ave., Union City, N. J.



NORTH EAST

Norman MacCumber has opened One Hour Martinizing, 128 Chestnut St., Roselle, N. J.

Harry Pombrio has purchased New Berlin (N. Y.) Cleaners from Mr. and Mrs. Clarence Meyers.

Bond Cleaners has opened a drive-in at 2052 Nottingham

Way, Trenton, N. J. The company operates 50 stores and three cleaning plants in New Jersey.

Shea, Inc., has announced plans for renovation of its plant at Main and Montpelier Sts., Springfield, Mass., and construction of a store and cleaning plant in Forest Park at Summer Ave. and Ormond St. Completion of the Forest Park store will give Shea three plants and 12 stores in the area.

Mr. and Mrs. John Kenney have purchased Deluxe Cleaners, 29 Jefferson St., Wolcott, N. Y. The firm will be known as Kenney Cleaners.



DOMINION of CANADA

Quality Cleaners Ltd., Lloydminster, Sask., has purchased New Way Cleaners in Vermilion, formerly operated by Sandy Wright. The business will be known as Quality Cleaners.

Al Shaddick has purchased Stettler (Alta.) Dry Cleaners from Dickson Page. The plant will be managed by Joe Shaddick.

Evan Hulley is the new proprietor of Sparkle Cleaners, Prince Albert, Sask.

Mr. and Mrs. Howard French have announced the official opening of their new plant at 5010 48th Ave., Red Deer, Alta.

Middleton (N. S.) Dry Cleaners & Launderers has resumed full operation in a new building on the site of the one which was gutted by fire last year.

A grand opening was held recently at Bus Knight's Dry Cleaners, Milton, Ont.

Town and Country Cleaners has been opened on Holland St., W. Bradford, Ont.

Super Cleaners has been opened at 2085 Victoria Dr., Vancouver, B. C., under the management of Mrs. E. Sellers.

An addition is being built to Kipling (Sask.) Dry Cleaners on Main St. John Huber, owner, is also installing new equipment.

R. Simpson has opened a drycleaning establishment on First Ave., N., Redwater, Alta.

Kool-Ex-Kleaners has been opened on Charlotte St., Sydney, N. S.

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in **\$IZING** cottons, wools, rayons, mixtures.

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NATIONAL CLEANERS CHEMICAL MFG. CO.
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NORTH CENTRAL



Swift Cleaners has opened its fifty-seventh store, in the new Shoregate Shopping Center, Willoughby, Ohio.

Royal Cleaners and Laundry, 523 Charles St., De Pere, Wis., has been moved to a new location on Broadway in a modern, redecorated building.

Spic & Span Dry Cleaners, with executive offices at 832 N. Van Buren St., Milwaukee, Wis., has opened its newest outlet in Fox Point.

William J. Schroeder has opened One Hour Martinizing at 467 N. Lake St., Mundelein, Ill.

Oelschlager's Cleaners, Lake Mills, Wis., has been purchased by Mrs. Florence Wittenberger.

Mr. and Mrs. Joe Altneder have sold Bricelyn Star Cleaners, Blue Earth, Minn., to Gordon Bjork.

Famous Cleaners has opened its seventy-first branch, at Fort near Pennsylvania Rd., River-view, Mich.

Hammack's United Cleaners, Pinckneyville, Ill., plans to open a branch in Steelville.

Dawn Cleaners, Marysville, Ohio, has been sold by Dick Lewis to Junior and Jocele Eleyet.

Mr. and Mrs. Duane Nelson are the new owners of Superior Cleaners, 40th Ave. and Sixth St., Columbia Heights, Minn.

Mickey's Drive-In Cleaners has been opened at 518 W. Fifth St., Delphos, Ohio, by Mr. and Mrs. Mickey Vondran.

A grand opening was held recently at One Hour Martinizing, 800 Wabash Ave., Terre Haute, Ind., by Jim Arnett and J. Marshall Harmon.

Mr. and Mrs. Thomas Holcomb have purchased Juneau (Wis.) Dry Cleaners, located on Center St., from Mr. and Mrs. Babe Shonoth.

Olde Towne Cleaners has opened a branch in the new County Fair Shopping Center,

Zanesville, Ohio. The establishment will be managed by Frederick J. Frick, a graduate of the NID.

Kenneth Daugherty has assumed ownership of the Kabakoff Co., Aurora, Ind., drycleaners and dyers, and of the Lawrenceburg branch office.

The building occupied by Hermismeyer Cleaners, 103 E. Edwards, Litchfield, Ill., has been remodeled and redecorated.

J. Levandowski has purchased Arrow Cleaners, Rensselaer, Ind., from Gerald Rishling, and has moved the firm to a new location on S. Van Rensselaer St.

Tom McClure has opened McClure Cleaners on N. Central Ave., Paris, Ill.

Mr. and Mrs. William Sawyer have purchased Community Cleaners, Spooner, Wis., from Mr. and Mrs. Sanford Aardappel.

Kermit Coffee has opened a drycleaning establishment at 905 W. Longley St., Harrisburg, Ill.

Construction is under way on a building to house Gough-Lamb Cleaners at 1959 E. Central Ave., Middletown, Ohio.

Victor Hill has opened One Hour Martinizing at 2500 Ridge Rd., Evanston, Ill.

Klassy Kleeners, 945 E. Green Bay St., Shawano, Wis., has been sold by Mrs. Joyce Johnson to Lawrence F. Stevens. The firm, which has been remodeled, will be known as Service Dry Cleaners.

Mr. and Mrs. Ted Lau are the new operators of Crete (Ill.) Cleaners.

Broadway Cleaners, 108 N. Lincoln Drive, Cambridge City, Ind., has installed new drycleaning equipment.

Clarence Vickroy has purchased a drycleaning establishment in Geneseo, Ill., from H. H. Little.

Harold Dison, Dison's Cleaners and Launderers, Rochester,

Super Safe **FOR ALL FABRICS!**

THE ONLY GRID PLATE THAT NEEDS **NO LINER**

GROSS ALUMINUM **FOR BETTER PRESSING** **STAR GRID-PLATES**

NOT \$30
NOT \$25
NOT \$20
But the same
LOW PRICE

at only **\$14.85**
(up to 44")
Over 44", \$19.25
Mushroom, \$11.00
From
Your Jobber

GROSS STAR PLATES ARE BETTER!

- NO LINER NEEDED
- FREE FROM BURRS
- 90% FREE FROM "NICKEL" MARKS
- MAINTAINS PROPER HEAT
- GIVES A SOLID CREASE
- NEED NO REINFORCING
- AVOIDS SHINE ON CLOTHES
- ACID TREATED SURFACE
- 35% HARDER SURFACE
- WON'T CRACK, BUCKLE, BEND, DENT OR WEAR THIN
- MORE AND MORE CUSTOMERS USING GROSS STAR GRID PLATES
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Minn., has purchased White Way Cleaners, 410 Third Ave., S. E., from White Way Cleaners, Inc., of Minneapolis. The firm will be known as Dison's Third Avenue Cleaners.

Donald E. Mather and Lester C. Perry have opened One

Hour Martinizing at 458 Cedar Lake Rd., Round Lake, Ill.

An open house was held recently at Carter Cleaners, 105 E. Hackberry, Salem, Ind., by Frank Carter to celebrate completion of an extensive remodeling program.

SOUTH EAST



T. H. Osborne, Jr., has sold out his interest in Royal Dry Cleaners, Shelby, N. C., to William R. Horton, Jr. The firm will operate in the same location on E. Graham St.

New drycleaning equipment has been installed in Bond Cleaners, 920 Main St., Paris, Ky. The firm is in its twenty-second year in the same location.

Woodward's Dry Cleaning and Dyeing Works, Inc., Staunton, Va., is under new management.

John Roy Canody is the new president; E. S. Stratton, vice-president, and Samuel T. Mantiply, an NID graduate, is secretary-treasurer and general manager.

Tops Cleaners has been moved to new headquarters on N. Main St., Fuquay Springs, N. C. The business, owned by Wilton Scholl, was formerly known as Varina Cleaners and Laundry.

One-Hour Dry Cleaners will be opened in a new building at

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SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF The National Cleaner & Dyer, published monthly at Lancaster, Pa., for October 1, 1955.

State of New York }
County of New York }

1. The names and addresses of the publisher, executive manager, editor and managing editor are:
Publisher, The Reuben H. Donnelley Corporation, 305 East 45th St., New York 17, N. Y.
Executive Manager, Edward B. Wintersteen, 305 East 45th St., New York 17, N. Y.
Editor, Arthur F. Schuelke, 305 East 45th St., New York 17, N. Y.
Managing Editor, Miss Galina Terr, 305 E. 45th St., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member must be given.)
The Reuben H. Donnelley Corp., 305 East 45th St., New York 17, N. Y.
Northern Trust Company, Chicago, Illinois, Trustee of Fund A under the will of Reuben H. Donnelley deceased.
The Northern Trust Co., David L. Harrington and Charles C. Haffner, Jr., as Trustees under agreement dated January 24, 1946, with Thorne Donnelley, Chicago, Illinois.
First National Bank, Chicago, Illinois, Trustee of Fund B under the will of Reuben H. Donnelley deceased.
Thomas E. Donnelley, Chicago, Illinois.
Curtiss E. Frank, Bronxville, N. Y.
David L. Harrington, Flossmoor, Illinois.
Harold P. Harper, Greenwich, Conn.
Harry W. Warner, Flossmoor, Illinois.
Elliott Donnelley, trustee under Gaylord Donnelley Trust Agreement, Chicago, Illinois.
Albert M. Andersen, Flossmoor, Illinois.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

E. B. WINTERSTEEN,

(Signature of Executive Manager)

Sworn to and subscribed before me this 28th day of September, 1955.

ANNE L. DeMARINIS
Notary Public, State of New York
No. 41-0914700
Qualified in Queens County
(My commission expires March 30, 1957)

Term expires March 30, 1957.

711 S. Virginia St., Hopkinsville, Ky., by W. E. Downs.

Ingram's Cleaners has been opened on S. Main St., Lexington, N. C., by Cliff Ingram.

Announcement was made recently of the closing of George's drycleaning establishment,

which occupied the building on Market St., just north of E. Ninth St., Chattanooga, Tenn., for 26 years.

Victory Dry Cleaners, Belmont, N. C., has been sold by D. A. Walker to Arthur Lanier. The business will be known as Belmont Dry Cleaners.

NORTH WEST

Mr. and Mrs. Frank Wallace have opened Modern Cleaners, 509 W. Third, Albany, Ore.

to the new operators, remains in charge of the rug and fur cleaning departments.

Mr. and Mrs. Rusty Dean and Mr. and Mrs. Don Sanborn have purchased Wally's Cleaners, 108 E. Magnolia St., Centralia, Wash., from Mr. and Mrs. Wallace Steinbrueck. The firm will be known as Rainbow Cleaners.

Harry E. Jensen has purchased Audubon Cleaners, 2716 Northwest Blvd., Spokane, Wash., from Rees Maddux.

Copper State Cleaners, 414 First Ave., N., Great Falls, Mont., plans to move to new quarters at 708 First Ave., N.

C. G. Goplin has sold his drycleaning establishment at Roman, Mont., to Mr. and Mrs. Walter Mings.

A grand opening was held recently at Big Y Cleaners, 2135 W. Seventh Ave., Eugene, Ore. The firm, one of a group owned by Al Phillips of Seattle, will be managed by Bob and Louise Norton.

Mrs. Norma de Sonia and Denton de Long are the new operators of Pacific Cleaners & Furriers, 600 N. Montgomery Ave., Bremerton, Wash. E. B. Hughes, who leased the plant

A grand opening was held recently at Mercer Island (Wash.) Cleaners by Mrs. Rosna Manello. Mrs. Manello will be assisted in the business by her son, Peter, and his wife.

OBITUARIES

Harry F. May, 63, owner of A & A Cleaners, Indianapolis, Indiana, died recently. Mr. May was a member of Logan Masonic Lodge. Survivors are his wife, stepson, stepdaughter and seven grandchildren.

David Rudnick, 66, operator of Rudnick Cleaners & Dyers, Philadelphia, Pennsylvania, died recently. Mr. Rudnick was a member of numerous charitable organizations. He is survived by his wife, daughter and son.

George Skakel, Sr., chairman of the board of directors of Great Lakes Carbon Corporation, New York, New York, died on October 3, when a company plane in which he was a passenger crashed near Union City, Oklahoma. After serving as a Naval officer in World War I, Mr. Skakel became a partner in the formation of Great Lakes Coal & Coke Company, Chicago, Illinois. That company was incorporated in 1923 and Mr. Skakel became president and a director. He continued in those positions when the company moved

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LAUNDRY MARKING PEN

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perfect insurance against fugitives and strays

- * GREATER INK SUPPLY
- * MARKS DARKER, CLEANER
- * WON'T WASH OUT
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its headquarters to New York City and when, in 1939, it was reorganized as Great Lakes Carbon Corporation. In April 1953, Mr. Skakel resigned as president of the corporation and was elected chairman of the board of directors. He was a member of the board of directors of the National Hospital for Speech Disorders, New York City, and a member of the Union League Club. Mr. Skakel is survived by seven children.

Also killed in the plane crash were Mr. Skakel's wife, Ann, and company pilots Joseph W. Whitney and John E. McBride.

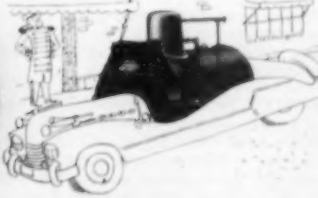
James W. Cahill, 31, manager of Cahill's Cleaners and Dyers, Brantford, Ontario, Canada, died recently as a result of drowning when he fell from his launch. Mr. Cahill is survived by his mother and sister.

Cyrus Horney, 47, operator of a drycleaning establishment in Rushville, Illinois, died recently. Surviving are his wife, mother and daughter.

Joseph Korzewich, proprietor of Ace Cleaners and Dyers, Hamilton, Ontario, Canada, died recently following a fall at his home. Born in the Ukraine, Mr. Korzewich had lived in Hamilton since 1924. He is survived by his wife, brother and sister.

Joseph A. Locus, 68, owner and operator of Locus Tailors and Cleaners, Collinsville, Illinois, died recently. Mr. Locus was born in Lithuania and was a resident of Collinsville for 47 years. His survivors include his wife, daughter, son and four grandchildren.

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Springfield, Ohio

MEETINGS SCHEDULED

November 4, 5 and 6—Illinois State Cleaners & Dyers Association, Annual Convention, Leland Hotel, Springfield.

November 18, 19 and 20—American Institute of Laundering, Annual Convention, Philadelphia Auditorium, Philadelphia.

December 2, 3 and 4—Indiana Dry Cleaning and Laundry Institute, Annual Convention, Severin Hotel, Indianapolis.

December 3 and 4—Wisconsin Dry Cleaners Association, Inc., Annual Convention, Pfister Hotel, Milwaukee.

December 3 and 4—Mississippi Laundry & Cleaning Association, Annual Convention, Robert E. Lee Hotel, Jackson.

1956

January 12, 13 and 14—Canadian Research Institute of Launderers & Cleaners, Annual Convention, Royal York Hotel, Toronto.

January 21 and 22—Minnesota Institute of Laundering & Cleaning, Annual Convention, Hotel Lowry, St. Paul.

February 3, 4 and 5—Mid-West Cleaners and Launderers, Annual Convention, President Hotel, Kansas City, Missouri.

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Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

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Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. REpublic 9-3816. 5814-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. RANDEL, 131-39 88th STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

DRYCLEANING PLANT—SYNTHETIC—WASHINGTON, D. C. From Jan. 1955 to June 15, 1955, this plant has made a profit of \$9,840, and in addition has set aside \$3,938 for depreciation. The counter is \$3,558 ahead while the three trucks are \$3,032 ahead of 1954. \$100,000 annual volume. Price \$50,000, \$15,000 down. Rent \$300 per month. It will stand close investigation. It will pay for itself in three years. Answer now and buy a bargain. **ADDRESS, Box 7293, NATIONAL CLEANER & DYER.** -2

DRY CLEANING PLANT IN LOS ANGELES COUNTY, California. Established over 25 years, has over 70 pieces of modern machinery. Also a separate Shirt Laundry Plant with 36 pieces modern machinery, and a Branch Store completely equipped. 3 half-ton 1955 Chevrolets, one 1949 half-ton truck. Yearly gross business \$150,000.00—owner retiring. Fixtures and equipment valued \$185,000.00—\$50,000.00 down, balance on terms. Write for further information to: Haig Realty Company, 969 East Washington St., Pasadena, California. 7400-2

For sale: Modern complete plant, volume \$50,000 yearly. Established 8 years. Lower Delaware. **ADDRESS, Box 7405, NATIONAL CLEANER & DYER.** -2

DYE WORKS FOR SALE: Located in Detroit since 1925. Property consists of 1—40 x 60 c.b. dye house, two residentials, and commercial parking. Income from rentals alone about \$8,000 a year. Dye house equipment includes: 3 carpet tanks, 9 round cypress tanks, 4 copper kettles, 1—78 H.P. boiler, 1—3 H.P. American Laundry extractor, 1—4' washer, 1 tumbler, 2 sets of puff irons, 1 Hoffman press, 2 dryrooms and many miscellaneous items. Price \$65,000 with \$25,000 down, balance on contract. Address inquiries to: Box 116 North End Station, Detroit 2, Michigan. 7435-2

Established drycleaning business and real estate, 140F cleaning plant, 1954 panel truck, 2 income apartments, steady help, owner has other interests. For appointment and information write to Perry Square Federal Bldg., Box 1933, Erie, Pa. 7450-2

Petroleum solvent plant in county seat in southern Wisconsin. This is an ideal plant for a couple to operate with small amount of extra help, or has the potential for increasing volume. **ADDRESS, Box 7451, NATIONAL CLEANER & DYER.** -2

A beautiful, established Wisconsin plant, averaging \$1,000 a week. 140F Hoffman equipment. Below cost. \$15,000 down, terms on balance. Good lease. **ADDRESS, Box 7452, NATIONAL CLEANER & DYER.** -2

NORTHEASTERN ILLINOIS—4% Mercury plant, fast-growing metropolitan area of 100,000. 2 outlets, 2 trucks, business established 19 years. Volume \$35,000, can be doubled with present equipment. Building and equipment 4 years old. Retiring. ADDRESS, Box 7453, NATIONAL CLEANER & DYER. -2

For sale: Drycleaning business established 15 years, northwestern Pennsylvania. Now operating 1-hour service. Reasonably priced. Owner leaving state. **ADDRESS, Box 7454, NATIONAL CLEANER & DYER.** -2

West Coast Florida, population 200,000, fast-growing area, drive-in drycleaning and package laundry plant, fast service, main street, large parking area, cash-and-carry, all modern equipment, large volume. **ADDRESS, Box 7439, NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS FOR SALE (Cont'd)

Laundry and cleaning plant in northwest Indiana. Long-established business. Annual gross \$100,000. Price \$40,000. Reasonable terms. Owner forced to sell due to other business. **ADDRESS, Box 7384, NATIONAL CLEANER & DYER.** -2

Solvent plant for sale. Only one in town of 2,500 population. Can be bought with or without real estate. Will be sold reasonable and possession can be given at once. Harold Turner, 529 Center St., Kewaunee, Wisconsin. Phone 76. 7437-2

For sale: Synthetic plant in West Texas, heart of oil field. 25 years of established business. New 78 Prosperity cleaning unit and other equipment like new, including building. Volume could be doubled easily. Priced right to sell fast. **ADDRESS, Box 7447, NATIONAL CLEANER & DYER.** -2

For sale: Well-established, modern, fully equipped petroleum plant. \$1,000 weekly gross. **ADDRESS, Box 7448, NATIONAL CLEANER & DYER.** -2

DRIVE-IN CASH-AND-CARRY SOLVENT CLEANING PLANT. W. D. Pate, 1220 Cornell Ave., Yakima, Washington. 7469-2

CHARLESTON, W. VA.—Quality solvent plant, established 1917, same ownership. 4 branch offices and 4 trucks. Will sell at reasonable price and give long lease. Widow wants to retire. **ADDRESS, Box 7470, NATIONAL CLEANER & DYER.** -2

Drycleaning plant for sale, doing \$11,000 a year. Only shop in town, population 1,900. Clay City, Ill. **ADDRESS, Box 7471, NATIONAL CLEANER & DYER.** -2

For sale: Petroleum solvent drycleaning plant in eastern Montana town of 10,000. Heart of stock-raising, irrigated-farming, oil and gas country. Business, equipment, building and supplies. Price \$16,500. \$6,500 down, balance on easy terms to right party. Or will lease to desirable party with option to buy. **ADDRESS, Box 7472, NATIONAL CLEANER & DYER.** -2

Small synthetic plant—all new equipment. Located Ohio county-seat town—population 10,000. Cash-and-carry. Ideal for couple. Price \$9,400—third down. Write Geneva Cain, 17 Myers Ave., Shelby, Ohio. 7473-2

Owner retiring, good proposition for quick sale, small cash-and-carry solvent drycleaning plant, established over 25 years, serving best clientele, equipped to do \$1,000 per week. Only \$5,000 cash needed. Balance on easy terms. If interested, write or contact Mrs. Jessie M. Clayton, 202 North Roan St., Johnson City, Tenn. 7474-2

Well-equipped drycleaning plant in heart of **WILLAMETTE VALLEY, OREGON.** Grossing \$40,000 per year. One truck, one store. Sell business, lease building. Ill health forces sale. \$25,500 terms. **ADDRESS, Box 7475, NATIONAL CLEANER & DYER.** -2

COMPLETE petroleum drycleaning business, established 40 years. Original owner. Heart of downtown business district. Opposite Bellingham's leading hotel. Gross \$25,000. All cash-and-carry. One of the fastest growing cities in Northwest. Site of many new and expanding industries. Low rent—good lease. Owner retiring. Price \$20,000. Half down—terms. Write Liberty Cleaners, 1809 Cornwall Ave., Bellingham, Wash. (Ralph W. Peterson). 7476-2

Drycleaning plant, modern in N.W. Iowa. A profitable business. Living quarters available. Building for lease or purchase. Terms to responsible person. **ADDRESS, Box 7477, NATIONAL CLEANER & DYER.** -2

For sale: Small, modern synthetic plant in suburb of **MILWAUKEE, WISCONSIN.** Business and equipment for sale. Building leased. Retail cash-and-carry plant. Volume can be greatly increased by routes but health does not permit. For complete details—**ADDRESS, Box 7478, NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS FOR SALE (Cont'd)

Arizona double unit plant, 3 furnished apartments above. Large payroll town. 2 trucks, plenty of business, new machinery. Air-conditioned. Sell at cost. **ADDRESS, Box 7497, NATIONAL CLEANER & DYER.** -2

SOUTHERN WISCONSIN—established solvent plant can be purchased with or without real estate. Correspondence confidential. References exchanged. **ADDRESS, Box 7448, NATIONAL CLEANER & DYER.** -2

Modern Drive-In Solvent Plant at Canton, Ohio. Gross over \$43,000.00 per year. For sale with or without Real Estate. **ADDRESS: Box 7359, NATIONAL CLEANER & DYER.** -2

Most modern cleaning plant in Northern California. Air-cooled, \$1.65 prices, in center of hunting and fishing. All cleaners open only five days a week. In center of elite neighborhood. Must see to appreciate. Price \$19,500. Scott Cleaners, 1082 E. 1st Ave., Chico, Calif., E. W. Scott. 7408-2

WANTED TO LEASE

Want to lease with option to buy medium-sized drycleaning plant, available around February, 1956, by man who owned and operated own plant for 10 years; supervised two plants for large, reliable company; now connected with international company as plant supervisor. American citizen, married, sober, best references. **ADDRESS, Box 7367, NATIONAL CLEANER & DYER.** -17

Small drycleaning plant, Colorado or Arizona, with option to buy, dependable married man, 25 years experience. References. **ADDRESS, Box 7484, NATIONAL CLEANER & DYER.** -17

SITUATIONS WANTED

Position as **EXECUTIVE ASSISTANT** to owner is sought by one who is stymied in present job, with no outlet for progressive sales promotion, perspective expansion, and efficient production capabilities and ideas. Experienced in administrative responsibilities, with a background of 28 practical years in the over-all cleaning and laundry field. Incentive basis only. New York, Long Island area. **ADDRESS, Box 7425, NATIONAL CLEANER & DYER.** -5

Position wanted as working manager in cleaning plant. 9 years experience in medium-size cleaning and small laundries. Experience in cleaning, spotting, finishing, training help and managing. Age 28, married, with two children. References from business men in town. Want position with future. **ADDRESS, Box 7485, NATIONAL CLEANER & DYER.** -5

Superintendent or manager of drycleaning plant. 30 years experience, know all phases of work, will go anywhere. Steady and reliable non-drinker. **ADDRESS, Box 7486, NATIONAL CLEANER & DYER.** -5

SALESMAN AND FIELD REPRESENTATIVE DESIRES POSITION. GOOD TECHNICAL AND EXECUTIVE BACKGROUND. WOULD LIKE TO JOIN PROGRESSIVE COMPANY WHO WANT TO EXPAND AND INCREASE SALES ON WEST COAST. EXCELLENT SALES ABILITY. BEST OF REFERENCES. FINE JOBS AND PLANT CONTACTS. WOULD PREFER PERSONAL INTERVIEW. P. O. BOX 73748, SANFORD STATION, LOS ANGELES, CALIF. 7487-5

HELP WANTED

DRYCLEANING ENGINEER. If you want a permanent position as a development engineer on petroleum equipment in the expanding engineering department of the largest manufacturer, reply giving complete qualifications. Location Ohio. Profit sharing and insurance benefits. **ADDRESS, Box 7359, NATIONAL CLEANER & DYER.** -7

DYER—young man, strong, with knowledge of dyeing of garments, fabrics and rugs in retail plant. Wonderful opportunity for advancement and year 'round position. La France Cleaners & Dyers, 844 N. W. 35th St., Miami, Fla. 7459-7

SALES SUPERVISOR—4 routes, 4 stores. Old-established plant in south central Pennsylvania, desiring to expand. Salary plus bonus. Submit all details in first letter. **ADDRESS, Box 7460, NATIONAL CLEANER & DYER.** -7

WORKING FOREMAN MANAGER—for modern drive-ins and shopping plaza synthetic plants, shirt laundry, and drycleaning. Must be able to take full charge, hire and train help, high salary plus profit sharing. Exceptionally good for live wire and willing worker who can do quality work and has the personality. New plants in the following Ohio cities—Conneaut, Ashtabula, Geneva, Painesville, Willoughby, Wickliffe, Euclid, Warren, Sandusky, Mansfield, Akron and Boardman. Send photograph, state age and give full resume of yourself. Replies will be kept in strict confidence. **ADDRESS, Box 7490, NATIONAL CLEANER & DYER.** -7

Reweaver, experience reweaving and semi-weaving garment damages. Amber trained preferred. **ADDRESS, Box 7488, NATIONAL CLEANER & DYER.** -7

HELP WANTED (Cont'd)

ASSISTANT TO SALES MANAGER, LEADING MANUFACTURER of drycleaning and laundry machinery. Sales engineer or technical man to assist on sales promotion, field training of distributors, equipment application and quotation. Eastern location. Submit complete resume, including age, education, experience and employment record. **ADDRESS, Box 7492, NATIONAL CLEANER & DYER.** -7

All-around man for quality drycleaning retail plant, New York City. Knowledge of all phases of drycleaning. State age, experience and salary expected. **ADDRESS, Box 7493, NATIONAL CLEANER & DYER.** -7

DYCLEANING ENGINEER—If you want a permanent position as a development engineer on petroleum equipment in the expanding engineering department of the largest manufacturer, reply giving complete qualifications to: **ADDRESS, Box 7448, NATIONAL CLEANER & DYER.** Location—Ohio. Profit sharing and insurance benefits. -7

HELP WANTED! WORKING MANAGER—age 26-38, capable of drycleaning and spotting for Eastern synthetic plant doing \$1,600 weekly. NID graduate preferred. Starting salary \$5,000 per year. Write giving complete history of past drycleaning experience and any qualifications such as employee training. **ADDRESS, Box 7496, NATIONAL CLEANER & DYER.** -7

SALESMEN-DISTRIBUTORS WANTED

DISTRIBUTORS—JOBBERs for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO., CLAIRTON, PA.** Mfrs. of Wire Coat Hangers. 5689-14

Progressive chemical company, leader in its territory seeking alert technical field service men who are looking for a future. All sales through jobbers. Car, salary and commission. Two territories open—Washington-Baltimore and western Pennsylvania. **ADDRESS, Box 7445, NATIONAL CLEANER & DYER.** -14

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. **Bernard Sirota Company, 680 Smith St., Brooklyn 31, N. Y.** 5371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 318 E. 102nd St., New York 29, N. Y. 7430-14

DIRECT SALES REPRESENTATIVES—college graduates preferred, age 25-35, as direct factory representatives for outstanding manufacturer of drycleaning machinery and filters. Distributor sales experience with equipment desirable. Selected applicants will work with and assist already established distributors on application and sales promotion of all company products. Several open territories offer exceptional opportunities. Send complete resume. **WASHEX Machinery Corp., 192 Banker St., Brooklyn 22, N. Y.** 7491-14

Salesman in household and drapery department of quality cleaner in New York City. With some following. Qualified to estimate. State age, experience and salary. **ADDRESS, Box 7494, NATIONAL CLEANER & DYER.** -14

Sales representatives—sell weaving course, reweaving wearing apparel to drycleaners, tailors or as a small business venture. National organization. Exclusive territory and effective cooperation from the home office. **Amber School of Reweaving, Box 628, North Miami Beach, Fla.** 7489-14

POWER PLANT EQUIPMENT FOR SALE

BOILER: 72 H.P. complete with **IRON FIREMAN STOKER**, Schaub return, fully automatic, all for \$750. Can be seen in operation. **Franklin Cleaner & Dyers, 1332 Sheffield Road, Aliquippa, Pa.** 7386-36

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, **MEXICO 7, D. F., MEXICO.** 5703-3

Used Mercury 140F unit complete with filter, tumbler, fittings. Acme Cleaners, 1014 South Market St., Wilmington, Delaware. 7479-3

SCHRAMM DOUBLE BRUSHER WANTED, 220 volt, 3 phase, 60 cycle. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 7498-3

MACHINERY FOR SALE

30-50 laundry washer, motor-driven, slightly used Fletcher 40" extractor, 150 GPH Olson still, 3800 GPH Butler filter, 5,000 gal. Butler filter, 2 American 36 x 54" drycleaning washers, motor-driven, Huesch tumbler, 10 H.P. boiler, also 2 Martin synthetic units less than 5 years old, complete Hoffman 140F cleaning unit—2 Zephyr 48 x 64" washers. Write, wire, call Benson, Inc., 1033 Main St., Wheeling, W. Va. Phone Wheeling 350. 7499-4

MACHINERY FOR SALE (Cont'd)

LIKE NEW—2 WASHERS AND 1 EXTRACTOR, BEST OFFER. Hoffman washer 44x42", 140 lb.; Hoffman washer 92x42", 235 lb.; and 48" extractor. Washers are direct-drive, motor-driven, with reversing controls and panels. Extractor has timing control and circuit relay switch. O'Connor's Cleaners, River Forest, Ill. 7501-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION, 54 x 76" HOFFMAN BALLOON DRYCLEANING WASHERS, 48" and 60" AMICO OPEN-TOP EXTRACTORS, 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 5378-4

For drycleaning-laundry machinery try **KEEL COMPANY**, 7530 N. Western Avenue, Chicago 45, Illinois. 1463-4

ADJUSTA-FORMS, CERTIFIED REBUILT. PRICED SURPRISINGLY LOW. WRITE FOR DETAILS. Saxe-Freeman Company, OMAHA, NEBRASKA. 7332-4

For sale: 2—36x54" Gross Silex all-metal drycleaning washers, explosion-proof, motor-driven, price \$750 each; 1—40" Hoffman open-top drycleaning extractor, explosion-proof, motor-driven, price \$750. Machines are in excellent condition. H. Stegmüller, 2747—17th Ave. Court, Moline, Ill. 7413-4

Drycleaning equipment: set of wooden wetcleaning tubs, blanket washer, windwhip, shoulder steamer, Flexform, cushion-cover steamer, steam table. Triangle Cleaning & Dyeing Est., 609 Summit Ave., Jenkintown, Pa. Majestic 5-0411. 7455-4

See machine model 454, can be reconitioned for perk, offered \$1,500 in trade, 1950 Dodge panel truck, both in use and in good condition. Make reasonable offer. **ADDRESS**, Box 7500, **NATIONAL CLEANER & DYER.** 4

COMPLETE EQUIPMENT FOR DRYCLEANING PLANT AND SHIRT LAUNDRY CONSISTING IN PART:—HOFFMAN 140F UNIT, WITH 2—30 x 49" WASHERS, 2—1300 GALLON FILTERS, 30" EXTRACTOR, 3 TUMBLERS, 2 SOLVENT TANKS, 75 GALLON STILL WITH NECESSARY PUMPS, 4 HOFFMAN PRESSES, NECESSARY FINISHING EQUIPMENT AND AMERICAN SUPER ZARMO SHIRT UNIT. MACHINES IN GOOD OPERATING CONDITION. OFFERED AT FRACTION OF NEW COST AND SUBJECT TO PRIOR SALE, CAN BE INSPECTED AT ELITE LAUNDRY, PHILADELPHIA, PA. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 7480-4

1 Ajax air press, all controls perfect. Cost \$925 when purchased new 2 years ago. Will take \$200 cash. **ADDRESS**, Box 7481, **NATIONAL CLEANER & DYER.** 4

COMPLETE HOFFMAN DRYCLEANING ROOM. 2—36 x 54" LOW-FRONT WASHERS, METAL CYLINDER, MOTOR-DRIVEN. 1—48" AMICO EXTRACTOR, 2—3000 SCRAPEDOWN FILTERS. 2 INGERSOLL-RAND CIRCULATING PUMPS. 2—300 GALLON ABOVEGROUND TANKS. 1—125 GPH HOFFMAN FILTRO STILL AND PUMP. 1 SERVICE PUMP. 6—36 x 30" TUMBLERS, ALL PIPE VALVES AND FITTINGS. MAY BE USED FOR 140F or 105F. CONDITION EXCELLENT. PRICE EXCEPTIONAL. COLTON DRY CLEANING MACHINERY CO., 1414 STUYVESANT AVE., UNION, N. J. MURDOCK 9-8815. 7482-4

Still—Butler, 125 GPH, good condition, explosion-proof motor, extra set new tubes, extra new pump. Also, 1 Adjusta-Form, 1 Hoffman sack coat Susie, 1 Hoffman dress Susie. All in good condition. Make offer. Empire Cleaners, 622 Hollenbeck St., Rochester, N. Y. 7483-4

REWEAVING

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS**, 413 Race St., Cincinnati 2, Ohio. 7369-29

The **FRENCH TEXTILE CO.** is a good company to do business with, 428 Ave. A, Rochester 21, N. Y. 5590-29

REWEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29

89% PROFIT—without investment. For the **BEST** deal on all your **REWEAVING**, deal with a local franchised **SPEEDWEAVER**. Check your classified phone directory, or write for **FREE** sample jobs, work estimator, and silk-screened signs (worth \$15). International Weaving Industries, Inc., 45-c Clinton St., Newark 2, N. J. 7503-29

REWEAVING (Cont'd)

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly reweven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE**, 1181 MADISON AVENUE, NEW YORK CITY 28. 150-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5518-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE**, 413 Race St., Cincinnati 2, Ohio. 6066-29

ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY**, 1010 Republic Building, Chicago, Illinois. 5470-29

The **FRENCH TEXTILE CO.** does the finest reweaving in tropical worsteds. 428 Ave. A, Rochester 21, N. Y. 5591-29

The old reliable "**BERGER DAMAGE REWEAVING**" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "**BERGER DAMAGE REWEAVING COMPANY**," 765 Madison Ave., New York 21, N. Y. 5966-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSELT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

FOR GUARANTEED REWEAVING in wool garments, ship to French Textile Co., 428 Ave. A, Rochester 21, N. Y. 5594-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully reweven by the exclusive **WONDERWEAVE** method. 180 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

REWEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC REWEAVING SERVICE—237 Ness Building**, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. **French Textile Co., 428 Avenue A, Rochester 21, N. Y.** 5831-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly reweven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 432 Montrose Ave., Chicago 13. 4839-29

The **FRENCH TEXTILE CO.** does the finest reweaving on tweeds and overcoats. 428 Ave. A, Rochester 21, N. Y. 5596-29

FREE SALES KIT—Including "easy-to-use" pricing guide and sales instructions, also display signs. Complete setup to handle **REWEAVING** as a profitable sideline. Retain good will by eliminating plant damages. With our complete **FRENCH-WEAVING-OVERWEAVING-STOTING-REKNITTING** service, we can handle any size or type of damage. **LOW WHOLESALE** prices and profitable wholesale discount. **24-HOUR SERVICE** available on all garments. Free estimates. **GLOBE WEAVING SERVICE**, 210 W. Van Buren St., 8th Fl., Chicago, Illinois. Dept. B. "America's Leading Reweaving Service." 4411-29

The **FRENCH TEXTILE CO.** guarantees satisfaction or no charge. 428 Ave. A, Rochester 21, N. Y. 5597-29

WHOLESALE DYEING FOR THE TRADE

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." **WHITE'S, INC.**, Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize on draperies, slipcovers and rugs. Loebel's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBEL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBEL DYE WORKS, INC.**, 348 W. SALEM AVE., ROANOKE, VA. 7003-12

KRAN-MER DYE HOUSE, 2435 NORTH THIRD STREET, MILWAUKEE, WISCONSIN, HAS BEEN SERVING SEVERAL THOUSAND CLEANERS FROM COAST TO COAST SINCE 1917. WE OFFER AN UNUSUALLY TOP-GRADE PERSONALIZED, EASY-TO-PRESS DYEING SERVICE FOR PARTICULAR CLEANERS. NOTHING FINER ANYWHERE. ADVERTISING AIDS, POSTERS AND SIGNS WITH FIRST ORDER. THIRTY-DAY ACCOUNTS SOLICITED. 7087-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC.**, 1127 MAPLE ST., ROCHESTER 11, N. Y. 7856-12

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

TRAINING SCHOOLS AND INSTRUCTIONS

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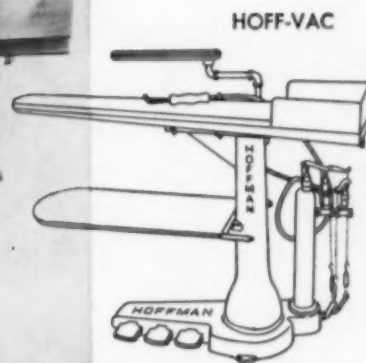
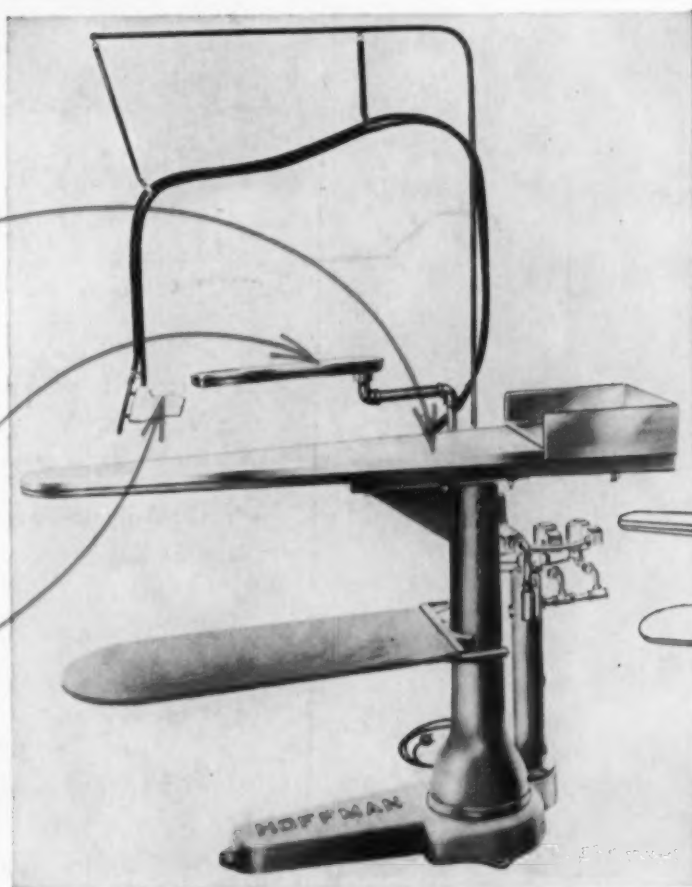
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